

# *The National* **CLEANER & DYER**

FIRST IN THE DRYCLEANING INDUSTRY SINCE 1910



**NEW RACK SETUP** gives space saving of 30 percent over conventional system. Double and single lines provide room for three garment lengths. Each line and space is numbered for fast locating through counter invoice file. See the Birmingham Cleaners story on page 38

**Survey forecasts good year for industry . . . . .**Page 50

**Small plant proves appeal of good looks . . . . .**Page 60

**How new tax law affects employee morale . . . .**Page 64

## **NOVEMBER, 1954**



**More working hours from detergents are**



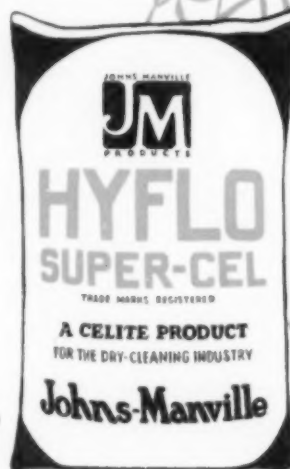
**Hyflo\* completely removes all solid soil—without removing active detergent!** The result is that in charged system cleaning you can achieve important cost savings, make detergents work longer and do a better cleaning job.

Whether you are using a washer-extractor, an extractor-rinse or just one or two washers, simply follow these two steps: (1) employ Hyflo in your filter; (2) distill rinse solvent regularly.

Unlike other materials, Hyflo does not adsorb or remove active detergent. Thus you can maintain a high detergent concentration throughout the washer run. Yet this lightweight, highly porous filter powder does screen out all insoluble dust, dirt and other soil . . . gives you crystal-clear solvent, at fast flow rates. Your garments come out cleaner, you get longer filtration cycles, you need to replace solvent less often.

To find out more about Hyflo and how to use it to best advantage, ask your dealer for a copy of the new Sixth Edition of the 52-page Drycleaners' Handbook. It's yours without cost or obligation. Johns-Manville, Box 60, New York 16, N. Y. In Canada, 199 Bay St., Toronto 1, Ontario.

\*Reg. U.S. Pat. Off.



**Johns-Manville HYFLO**

**the filter powder for charged system cleaning**

# THIS MONTH MILLIONS OF PEOPLE *are responding to* ~~SAW~~ THIS AD IN **LIFE**

...AS A RESULT OF A GIGANTIC PROMOTION

## BEAMED DIRECTLY TO YOUR CUSTOMERS! HERE'S THE STORY: THE NEW LINT-FREE...CLING-FREE DRY CLEANING CAMPAIGN

PLUS FABRIC RE-TEXTURING

CAN MEAN *LAND-SLIDE SALES* FOR YOU — FOR YEARS!

THESE SALES AIDS ARE DESIGNED TO

HELP YOU SELL!

1. **NEWSPAPER MATS!** To get to the customers!
2. **WINDOW BANNERS!** To attract attention!
3. **GARMENT TAGS!** To tell the whole story!
4. **RADIO SPOTS!** To stimulate more business!
5. **PUBLICITY RELEASES!** A proven success!
6. **LIFE PROMOTION!** To back your local promotion!



A well-planned promotional package designed to create consumer demand for Lint-Free, Cling-Free Cleaning at your plant! The Sales aids available to all dry cleaning plants using Buckeye Clean-Charge\* will help build the greatest sales volume in history!

Contact your Buckeye jobber for complete details on this power-packed tie-in with LIFE magazine.

\*Patent applied for Product and Process.



Producers of Quality Products for the Cleaning and Laundry Industry Since 1944

**NEW design... New LOWER COST!**

# Junior MobilMark

PATENT APPLIED FOR

**3 in 1 Combination  
STORAGE BIN, HOPPER  
& MARKING TABLE**

**FOR STORES & PLANTS**



**Pays for itself QUICKLY**

Hopper marking increases output of markers 50%. Size of bin 31" x 31" x 31". Inside corners rounded. Capacity: 120 lbs. whole, 60 lbs. silk. Hopper door lowers to become marking table 29" wide, 20" deep, 37" high. Floor space (open), 47" x 32". Height of all-steel unit 68". Four 5" Neoprene wheels—2 fixed, 2 swivel. Shipping weight 150 lbs.



No. 82-133 Junior  
MobilMark only.....\$189.00

No. 82-133D Same, with  
Swing-Away desk.....\$189.00



**SAVE 50% OF YOUR LIFTING AND HANDLING ... SAVE 50% OF  
YOUR MARKING COSTS ... MARK ANYWHERE IN PLANT ... ELIMINATE  
COSTLY BASKET TRANSFERS ... CUT STOOPING, REACHING ... REDUCE  
MIX-UPS AND ERRORS ... STEP-UP PRODUCTION AND PROFITS ...**

© 1954

**G. N. BISHOP CO.**

**EVANSTON, ILL.**

**ORDER FROM  
YOUR JOBBER**



# Dryco

## SHOULDER PUFFERS

Finish Shoulders Better...

*3 Times Faster*

AND SAVE FOUR TIMES  
THEIR COST EVERY YEAR



**PUFF**

and it's done!  
TAKES ONLY  
**6 SECONDS**  
per shoulder

### MEN'S COAT SHOULDER PUFFER

Features No. 10 Dryco  
puffer head, specially  
designed so op-  
erator can finish  
men's coat shoul-  
ders in just one lay.

#### MODEL 1010

Complete with No. 10 puffer  
head, valve, pedal assembly  
and 16" x 14" enameled ta-  
ble on sturdy base. Ship. wt.  
37 lbs. **PRICE \$65.00**

NO EFFORT, NO SHINE... when you  
finish shoulders on these scientific-  
ally designed, polished puffer heads.  
Save up to 12 seconds per shoulder.  
Perfect also for removing underarm  
wrinkles, and crotch wrinkles from  
trousers. Put a Dryco Puffer along  
side each press... improve produc-  
tion, increase profits.

### LADIES' and MEN'S SHOULDER PUFFER

No. 5 utility head  
handles shoulders  
and sleeves of both  
ladies' and men's  
garments.

#### MODEL 1015

Complete with No. 5 puffer  
head, valve, pedal assembly  
and 16" x 14" enameled ta-  
ble on sturdy base. Ship. wt.  
28 lbs. **PRICE \$65.00**

Order Now FROM YOUR SUPPLIER

# Dryco

DIVISION OF G. H. BISHOP CO.

Get More Moisture...  
Boost Production...  
Cut Costs...with

# Dryco

## E-Z-SQUEEZE

*Proven*

WATER SPRAY GUN  
*Model F*



Instant  
Moisture...  
Where you  
want it...  
When you  
want it!



Uns surpassed for  
High-Speed Dampening  
of Fabrics at Presses  
and Finishing Boards

Used and preferred by plants everywhere for 25 years.  
Fastest, easiest to operate. Trigger extends along en-  
tire side. Hangs with spray end down, suspended by  
coil spring (furnished)... ready for use, yet out of  
the way. Operates on city water pressure or from  
Dryco Condenser on return line. Exclusive adjustment  
to regulate spray. No drip. Gives years of service.

**MODEL F**—Dryco E-Z-Squeeze Water Spray Gun,  
complete with 5 ft. of durable rubber hose, coupling,  
shut-off valve and suspension spring, **\$10.95**  
ready to attach.

DRYCO EQUIPMENT  
COSTS ONLY A FRACTION  
OF WHAT IT SAVES

EVANSTON, ILL.  
(SUBURB OF CHICAGO)

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The National  
**CLEANER & DYER**

VOLUME 45  
NUMBER 11  
NOVEMBER  
1954

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Know All Men by These Presents, That

Mr. *Lou Bellow*  
has been duly elected  
*President*  
of the  
WASHINGTON COFFEE CLUB  
In regular meeting assembled  
at  
Winga's Cafe, Washington, Iowa  
Sponsored by *R.E. Martin* Past President, *Sept 17, 1954*

Too many years ago to admit to, your reporter, making one of his first calls on behalf of NATIONAL CLEANER & DYER, met Ralph Martin. Ralph owns and operates Martin Cleaners in Washington, Iowa, a town of about 6,000. There is nothing in particular to distinguish Martin Cleaners from hundreds of other small Midwestern plants, all striving to turn out good quality drycleaning work in rather cramped quarters.

## President Lou Reports

Nothing, that is, until you inspect the back screen door of the establishment—the very screen door we helped Ralph install nearly 10 years ago. On company time, of course. It bears mute testimony to the thoroughness with which NATIONAL CLEANER & DYER's associate editors attack all problems relating to the drycleaning industry.

The door still stands. Perhaps "leans" is the better word. It won't close (due to rusted hinges, probably) but Ralph refused at the time to buy weatherproof marine hardware for it. (Some silly reason . . . it would cost more than the door itself.)

You can see the bond between Ralph Martin and yours truly. Small wonder we detoured slightly from a straight course home ("detoured slightly" is an Iowa expression meaning "thirty dirty extra miles dodging slow-moving farm tractors on narrow highways") since it was so important to check "our" door.

Naturally, Ralph wasn't at the plant when we arrived. "Cub" Lohrer, his superintendent, told us he was over at the town's leading cafe having his morning coffee.


Ralph Martin was there in company with about 60 other laughingly called representative business and professional people of the town of Washington, everyone having coffee and talking about everything under the sun.

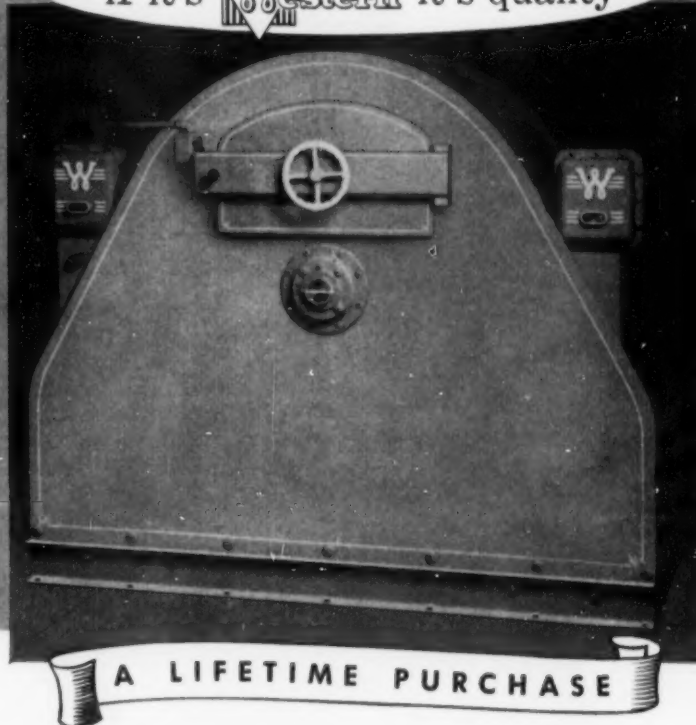
This, it seems, is what is known as the famous Washington Coffee Club. This club was started December 1939, and still holds daily 10:00 a.m. meetings at Winga's Cafe  
(Continued on page 36)

**NEW!**

*Simplified*

## Combination Washer- Extractor

if it's  it's quality



A LIFETIME PURCHASE

Now you can have superior quality and labor saving advantages of a two-bath charge system—make more profitable use of your present floor space with the new Western Eagle Combination Washer-Extractor. Look at these other features:

- ★ Low center of gravity for better balance.
- ★ Large diameter two-pocket cylinder.
- ★ Easy to install. Only replace your washer and extractor.
- ★ Two sizes—to fit any operation  
70 lb.—manual or fully automatic  
120 lb.—manual or fully automatic.

### FULLY AUTOMATIC MODEL

controls every cycle from start to finish. Operator simply loads and starts machine.

*Write for complete information*



**Western**  
*Laundry Machinery Company*

MANUFACTURED BY

420 East 10th Street  
North Kansas City, Missouri



*from Adco direct to you...*





# TRIPLE-X DRI-SHEEN *by Adco*

The great new charge soap that since its introduction a short time ago has won over to its exclusive use thousands of the nation's finest dry cleaners. Clearly TRIPLE-X DRI-SHEEN must be giving them the best quality dry cleaning they have ever had. Have you switched yet to TRIPLE-X?

To have fabulous new TRIPLE-X DRI-SHEEN demonstrated in your plant at absolutely no expense to you...write, phone or wire collect to

*Adco*, INC., SEDALIA, MO., U. S. A. Manufacturing Chemists Since 1908

*the better the soap - the better your cleaning - the happier your customers!*

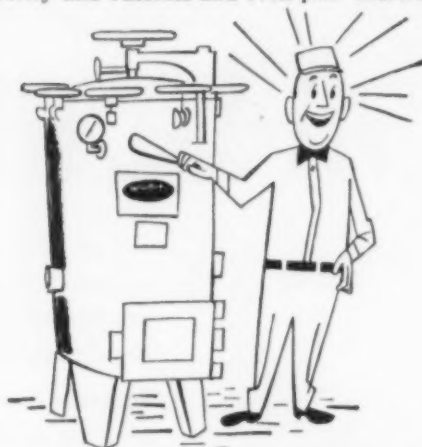
Synthetic users:

# Here's your from



## Why Be A Slave to This?...

That man in the sketch above may be you on a Sunday morning—fighting the battle of the bags. Inhaling nauseating fumes... wading ankle deep in muck... wrestling with shrunken filter bags that refuse to come off the frame. Or, it could be you in the midst of a mid-day, plant shutdown caused by built-up filter pressure that reduces solvent flow to a mere trickle... often re-depositing soil on garments. It all adds up to jangled nerves, loss of time... money and business and even poor health.



## When You Can Do This!

There's no need to put up with this constant battle of the bags. Use a Butler Big-Flo. Three turns—20 seconds work, cleans the screens. Production is resumed quickly. Air cleanout leaves the powder so dry you shovel it into a hanger carton. Yes, that happy man in the sketch above can be you—tomorrow.

**A BUTLER  
FILTER** fits  
your synthetic unit  
...and it doesn't  
cost...it pays!

No matter how good your synthetic unit is—it can't perform any better than the filter... because it takes a fast, constant flow of *clean* solvent to keep your machine cleaning at peak efficiency. With a Butler filter you get a big flow of "perk" at lower pressure—seldom over 5 lbs. This assures you of a better cleaning job, regardless of the type of synthetic unit you are now using. And the Butler filter pays for itself by saving \$350 a year and more on solvent. Stop fighting the "battle of the bags." Install a Butler Big-Flo Filter... now.

# declaration of independence filter bags

READ WHAT these successful  
cleaners gained when they  
installed a **BUTLER**



**T. S. Hope, Hope Launderers & Cleaners, Ashland, Ky.**—"On the bag-type filter on our Prosperity we could only go two days without back-washing or cleaning, especially after we went on 4% soap. Now, with a Butler Filter, we operate a week without a cleanout and have never run over 2 lbs. pressure."



**Thomas J. Lovasle, Cadillac Cleaners, New York**—"Our Butler Filter has made frequent cleanouts unnecessary and it can't be beat for economy of 'perk.' Besides, we can now use a charge system in our DDZ unit without any trouble."



**Edward Winokur, Dun Rite Cleaners, Manhasset, Long Island**—"The biggest improvement we ever made in our business was replacing our bag filter with a Butler filter. We are now turning out more and better quality work . . . making big savings on solvent."

**Bert Podolink, Marathon Cleaners, Little Neck, N. Y.**—"Switching over from our bag filter to a Butler filter was the best change we ever made. No more messy, nauseating cleanout jobs. We now get true filtration, better quality cleaning . . . and the Butler air cleanout has saved enough 'perk' to pay for the filter."



**Manufacturers of Oil Equipment  
Steel Buildings • Farm Equipment  
Dry Cleaners Equipment • Special Products**

**Factories at Kansas City, Mo. • Galesburg, Ill.  
Minneapolis, Minn. • Richmond, Calif.  
Birmingham, Ala. • Houston, Tex.**

Get the complete story  
on how you can make  
your own declaration of  
independence from filter  
bags with a Butler Big-  
Flo Filter.

**MAIL  
THIS COUPON  
NOW!**

## BUTLER MANUFACTURING COMPANY

7452 East 13th Street, Kansas City 26, Missouri

Please send me the name of my Butler representative in this territory and complete details on Butler Big-Flo Filters.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

## Are you losing customers because of your marking system ?



People resent cleaners who punch holes in clothes and use hard-to-get-off pins, staples and other nerve-wracking devices. Smart cleaners are switching to DD® Tags. They snap on and off with ease without breaking fingernails. Available in 9 colors and white—printed or plain. For samples, ask your distributor or write direct.

\*Daily Delivery

Easy to open



Self-closing

# ARMA

**Pittsburgh Tag Company**

1112 Galveston Ave., Pittsburgh 33, Pa.

## LETTERS to the EDITOR

### Drum Disposal

To the Editor:

Of course I read my trade mags, and sometimes I reread them, which explains why I have just found the item attached.

I find the local oil companies snap up my drums like hot cakes. They use them in securing oil customers who use small space heaters as contrasted with the larger homes which have underground or inside fuel tanks. I find a ready market for my drums at \$2.50 each.

I hope the information may be of some value to some of your readers.

C. D. BOURDAGHS

*Shorty Cleaner, Tailor, Launderer  
Stillwater, Minn.*

Mr. Bourdaghs is referring to an item in the editor's column of our March 1954 issue, about the sad plight of a dry-cleaner who had to pay a junk dealer to cart away his empty drums.—EDITOR

vent. The Institute's figure of about 50 cents is fairly accurate.

Perc, as you know, offers advantages which tend to offset the higher solvent cost. Some of these are: faster cycles, less floor space required, and easier operation. We do know, however, of several petroleum plants that are handling a lot of quick-service volume easily.—EDITOR

### New Plantowner, Old Friend

To the Editor:

I am entering in business for myself, with full plant equipment, including a Detrex unit. Have been reading THE NATIONAL CLEANER & DYER magazine for years, wherever I was employed as spotter and plant manager. Would not be without your publication. For the help it gives us fellows in the trade, it is worth its weight in gold. Please put me on your subscription list, as I don't want to be without it.

SOLOMON H. BERNAT

*Bernat's Deluxe Cleansers, Inc.  
Portsmouth, N. H.*

### Comparative Solvent Costs

To the Editor:

Can you give me or tell me where I can get comparative cost figures for solvent only on modern synthetic units as compared with modern washer-extractor petroleum solvent units? We are considering various types of machines and solvent cost is important. For instance, if we save \$250 per year on insurance, will it cost \$500 more per year for solvent if we use perc?

ADOLPH J. BECKMAN

*Detroit, Mich. Denby Cleaners*

At last year's convention the National Institute of Drycleaning released these figures for solvent cost per 100 pounds cleaned.

	Synthetic	Petroleum
¾% to 1%	\$1.60	\$.49
2% to 3%	1.35	.47
4%	1.50	.51

These figures, however, were not based on a very big survey so they may be a bit off.

For instance, if perchlorethylene costs \$90 a drum in your area, and your unit is capable of cleaning 9,000 pounds with one drum of perc (as some good operators are doing), your cost would be \$1 per 100 pounds. The national average is probably a lot closer to 7,500 pounds per drum of perc, so you can readily figure your costs there.

On the petroleum-solvent side of the question, the primary saving of a petroleum washer-extractor is in labor, not sol-



*keeps your  
solvent cleaner  
at lower cost*

- Most color removal
- Most fatty acid removal
- Least soap loss

**NORIT** The World's Best  
Activated Carbon for charged systems.

**L. A. SALOMON & BRO.**

216 Pearl St., New York 38, N. Y.

NATIONAL CLEANER & DYER





Like tying a string  
around her finger...

**LINCOLN GARMENT DELIVERY BAGS**

Keep your name and services always in your customer's mind with Lincoln Garment Delivery Bags. They're attention-getting, colorful, striking . . . available in a wide range of individually styled selections designed to do a constant selling job for you after the cleaned garment leaves your plant. See your favorite jobber . . . or write direct for complete details.

**Lincoln Bag Company, Inc.**

Para-Lux Products Company

4207 WEST SCHUBERT AVENUE  
CHICAGO 39, ILLINOIS



# NEW CHEVROLET TRUCKS

## have what it takes to boost efficiency and bring down costs!

In the next three paragraphs you'll find a few good reasons why you can get more work out of a Chevrolet truck and save money doing it.

### INCREASED POWER IS THE FIRST BIG REASON

With Chevrolet's higher compression ratio you've got more power under the hood. Power that results in greater acceleration and hill-climbing ability. Faster starts and acceleration over the day's work save valuable time and increase over-all efficiency. Check the gas mileage, too. With this higher compression ratio, your Chevrolet truck registers *more miles on the job* for each tankful of gas. That's where you start to save money.

### BUILT-IN RUGGEDNESS SAVES EVEN MORE

The strength and stamina of more rigid frames, and the special chassis features that pertain to each model—these combine to add extra ruggedness to your Chevrolet truck. Push it hard on the rough jobs; keep it going over long schedules—you'll still find your upkeep costs lower and your Chevrolet trucks lasting a lot longer.

**ONE LAST POINT**—and maybe the most important to you—you'll find Chevrolet's line of trucks priced the lowest of all! Talk over your needs with your Chevrolet dealer. He'll be glad to give you the facts about the best model for your job. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

**MOST TRUSTWORTHY TRUCKS  
ON ANY JOB!**



## CHEVROLET ADVANCE-DESIGN TRUCK FEATURES

**THREE GREAT ENGINES**—The new "Jobmaster 261" engine\* for extra heavy hauling. The "Thrifmaster 235" or "Loadmaster 235" for light-, medium- and heavy-duty hauling. **NEW TRUCK HYDRA-MATIC TRANSMISSION\***—offered on 1/2-, 3/4- and 1-ton models. Heavy-Duty **SYNCHRO-MESH TRANSMISSION**—for fast, smooth shifting. **DIAPHRAGM SPRING CLUTCH**—improved-action engagement. **HYPOID REAR AXLE**—for longer life on all models. **TORQUE-ACTION BRAKES**—on all wheels on light- and medium-duty models. **TWIN-ACTION REAR WHEEL BRAKES**—on heavy-duty models. **DUAL-SHOE PARKING BRAKE**—greater holding ability on heavy-duty models. **NEW RIDE CONTROL SEAT\***—eliminates back-rubbing. **NEW, LARGER UNIT-DESIGNED PICKUP AND PLATFORM STAKE BODIES**—give increased load space. **COMFORTMASTER CAB**—offers greater comfort, convenience and safety. **PANORAMIC WINDSHIELD**—for increased driver vision. **WIDE-BASE WHEELS**—for increased tire mileage. **BALL-GEAR STEERING**—easier, safer handling. **ADVANCE-DESIGN STYLING**—rugged, handsome appearance.

\*Optional at extra cost. Ride Control Seat is available on all cabs of 1 1/2- and 2-ton models, standard cabs only in other models. Jobmaster 261" engine available on 2-ton models, truck Hydra-Matic transmission on 1/2-, 3/4- and 1-ton models.

NATIONAL CLEANER & DYER

*Chemicals you live by*



## How a basic black silk used to be cleaned . . .

Before a cozy fire, black silks were put through the strangest routine. They were pinned down on a table for a rude sponging with glue water on the "wrong side". But this was only after a preliminary sponging with bullock's gall properly warmed in boiling water, and much rinsing and squeezing "in spring water". The cozy fire was, of course, for drying. And the black silks came out clean!

But what a routine! All you have to do now is remember that your DIAMOND Alkali Distributor has the finest solvents for doing this to today's basic black silks . . . and doing it very quickly, and so well! You know them . . .



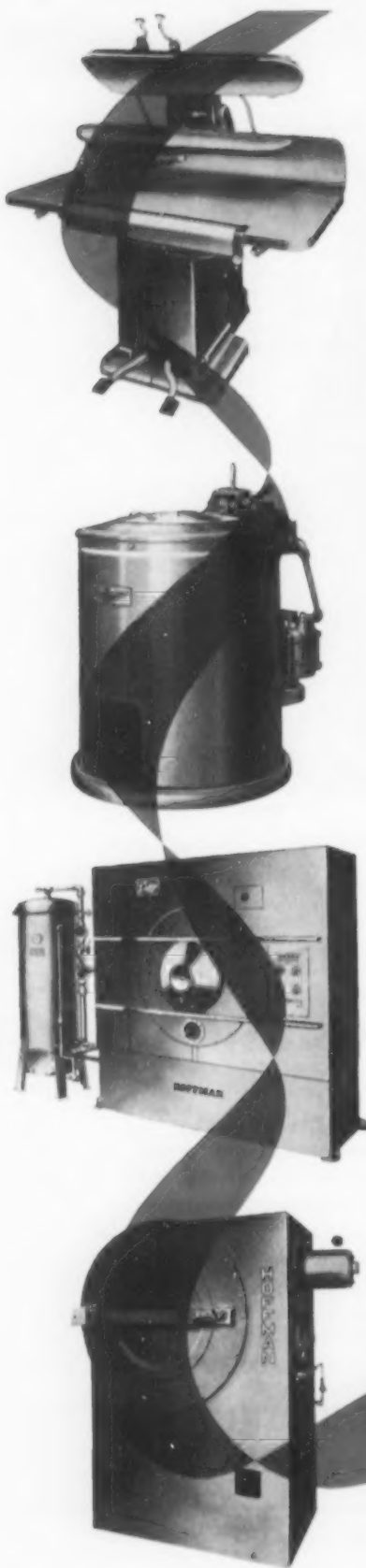
**DIAMOND PERCHLORETHYLENE  
and CARBON TET**

DIAMOND ALKALI COMPANY...CLEVELAND 14, OHIO



# *Getting set...* **FOR**

This opening year of our second half-century finds the Hoffman organization busy with a program of vigorous expansion. Our new dealer sales and service system is providing closer contact with users of our equipment throughout America. Our entire manufacturing operations are likewise being increased, realigned, and re-located to a considerable degree – to provide better production and delivery schedules. In line with this program, a large, modern plant at Wilkes Barre, Pa., has just gone into operation – supplementing our facilities at Syracuse, N. Y.





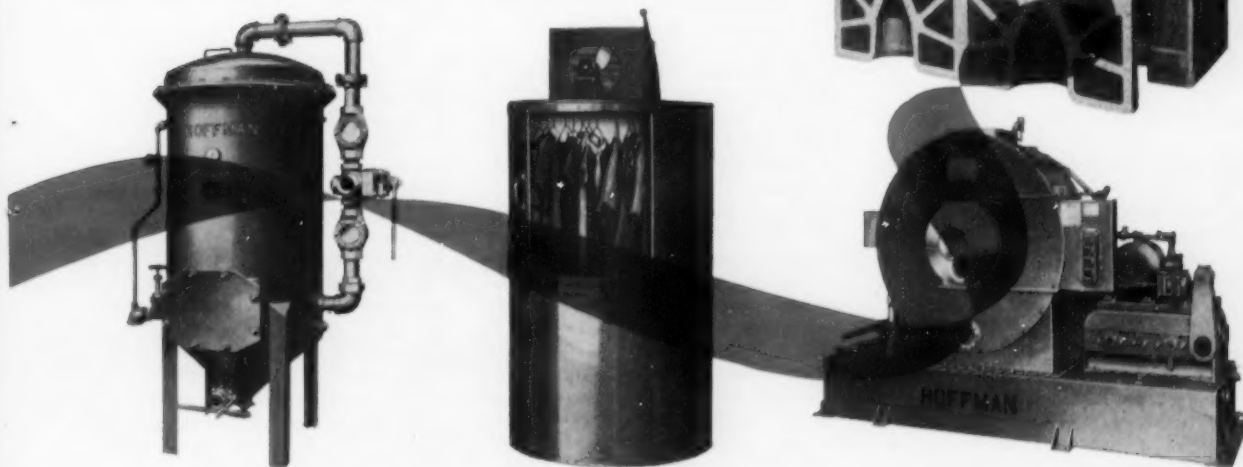
# biggest half OUR century yet!

And maybe the biggest stirring of all is in our engineering and development sections – designing future Hoffman machines that will outdo even those sturdy veterans of our first years, those famous better-built Hoffmans which seem never to wear out!

So keep your eye on Hoffman. You'll be surprised, even delighted, at the new products you'll see coming from Hoffman...better machines to give you even more value for your machinery dollar during our second half-century!

**U. S. HOFFMAN MACHINERY CORPORATION** 

105 FOURTH AVENUE • NEW YORK 3, N. Y.



## SIGNS of the TIMES

**Public Service by Drycleaners:** As part of the recent Fire Prevention Week, members of the Jacksonville (Fla.) Laundry and Cleaners Association enclosed in their laundry and drycleaning bundles pamphlets urging their customers to help prevent fires.

Eisenman Dry Cleaners of DuBois, Pa., offered to turn over to the emergency March of Dimes all proceeds for one day on sweater cleaning.

As part of a drive to collect clothes for the needy people of Korea, Tip Top Cleaners of Petaluma, Calif., served as a drop-off station.

Smith Cleaners and Campbell Cleaners, Grayville, Ill., are among local businesses that contributed to a series of cooperative advertisements aimed at promoting traffic safety.

Royal L. Dion, president of Dion's Cleaners, Nashua, N. H., has been appointed master of the Fourth Degree for the district of New Hampshire, Knights of Columbus. Mr. Dion is also an alderman-at-large and a Rotarian.

##

**Booklet on New Tax Code:** "How the New Tax Code Affects You" is the title of a new booklet published by the Chamber of Commerce of the United States. Written in nontechnical language, it summarizes the new provisions that affect most individuals and businesses.

A single copy of the bulletin is available free, groups of one to 25 are priced at 15 cents each and orders of more than 25 are 10 cents each. They may be obtained from Finance Department, Chamber of Commerce of the United States, Washington 6, D. C.

##

**Complaint Panel Formed:** A panel to deal with problem cases arising out of complaints of the public about drycleaning has been set up by the Halifax, Nova Scotia, branch of the Better Business Bureau, according to bureau manager N. M. Lee Rolfe.

Mr. Rolfe stated that this panel will act as a protective agent both for the public and for the city's drycleaning firms. It will consist of a representative drycleaner, a representative of a clothing firm who is familiar with fabrics, and a housewife

chosen at random. A member of the Better Business Bureau will be chairman of the group.

##

**Fighting Fire With Films:** The dangers of using gasoline as a home cleaning fluid are vividly shown in "Stop Them Before They Start," a fire prevention film available from the Public Education Department, Affiliated Aetna Life Companies, Hartford 15, Conn. The film is offered on a free loan basis.

##

**And Still They Come:** Here's another warning on the dangers of home drycleaning. Bernice J. Tharp, extension clothing specialist of Pennsylvania State University, warns there is no absolutely safe way to dryclean garments at home and no absolutely safe drycleaning fluid to use for this purpose.

##

**Safety Yearbook Offered:** The 1954 edition of the National Safety Council's statistical yearbook, "Accident Facts," is now available. Covering all types of accidents, the booklet devotes 20 pages to occupational accidents to provide the factual background necessary to give direction to an industrial safety program.

"Accident Facts" is priced at 75 cents for single copies and less for quantities. Inquiries should be sent to the National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill.

##

**Small Business Aids:** "Streamlining Office Systems in Small Business" is the title of No. 56 in the series of Management Aids for Small Business published by the Small Business Administration, Washington 25, D. C. It notes various procedures that improve office efficiency. Among the topics are typewriters, envelopes, printing calculators, sorting operations, small office devices, simplified account-receivable accounting, small payrolls and workloads.

How wage incentives can pay off for small businesses is discussed in No. 57 of the series. This bulletin discusses some objectives of wage incentives, basic methods of wage pay-

ment, determining standard time to be allowed, what premium to allow, who may participate, cost, and precautions to be taken in establishing an incentive program.

Wendell B. Barnes, administrator of the Small Business Administration, has announced a reduction in the interest rate from 5 to 3 percent on disaster loans made to business firms by this agency. Further information is contained in Bulletin 143.

"A Handbook of Small Business Finance" is designed to furnish inexperienced managers with basic information to help them better understand the financial operation of their businesses and to help operators make use of the financial assistance available to them—particularly from local banks. This booklet, No. 15 in the Small Business management series, is available from the Superintendent of Documents, Washington 25, D. C., at 30 cents per copy.

##

**Safety Awards:** The Department of Labor of North Carolina has issued 771 awards to North Carolina industrial establishments so far this year in recognition of their safety records in 1953.

Among the drycleaners who were cited are: Bon Ton Cleaners, Asheville, and City Laundry and Cleaners, Shelby, first-year award winners; Asheville Cleaners and Dyers; Biltmore (N. C.) Cleaners and Laundry; Marion (N. C.) Dry Cleaners; Modern Cleaners, National Cleaners and Superior Cleaners, all of Asheville, winners for the third consecutive year.

##

**Research Center:** A new Quartermaster Research and Development Center has been built in Natick, Mass., according to an announcement by the Department of the Army. Included in the center are laboratories equipped to make detailed tests of fabrics and leathers. A drycleaning installation with several types of equipment will duplicate present drycleaning methods and allow the development of processes employing new solvents and detergents. Special emphasis will be placed on drycleaning methods for the Arctic, where it is often impossible to use water. A laundry research laboratory will also be included.

# You get more press for less

More features, performance and advantages are yours with a **Pantex Hydro-Air** Drycleaning Press. Fewer moving, wearing parts and simpler, sturdier design and construction. Less maintenance and less obsolescence protects both production and investment. Dollar for dollar, the most press for the money . . . built to last longer, operate better.

*(and save more money than you'd expect)*

## You get the prize-winning Hydro-Air Power Unit

Only Pantex engineers, with their acknowledged leadership in press design, plus their experience and knowledge of hydraulics, could combine air power and hydraulic power to give you the **Hydro-Air** Power Unit that eliminates old-fashioned leverage.

*(greatest engineering advance in 30 years)*

## You get tomorrow's engineering today

In addition to the **Hydro-Air** Power Unit, you get features like adjustable pressure, "under table" bar control for instant head closing, toe-tip vacuum and lock release, fast head steam and—variable buck steam . . . Pantex features of today, not tomorrow!

*(if it's **Hydro-Air**, you know it's modern)*

## You get more production, less maintenance

Through reduced operator fatigue, you get more production per operator and less overtime costs. Being easier to operate, training "green" help is quicker and easier. Rugged and simple throughout, you have less downtime and less maintenance.

*(more production per operator, less money spent)*

## You protect your investment in presses

Think twice before you invest your money in a press that is of obsolete design when it is delivered to you. When you buy Pantex, you're not buying yesterday's obsolete leverage but tomorrow's **Hydro-Air** engineering which is way, way ahead.

*(You'll always be glad you bought a  
**Pantex Hydro-Air Press**)*

## FAMOUS LAST WORDS:



Let's face it—they won't send out advance warning notices of atom-bomb attacks. They just sneak over and let go when we're least expecting it—without even so much as a declaration of war. The emergency may be an atom bomb or it may be a fire, a flood, a hurricane. It's only good business to be ready for it—whatever it is. Take these precautions **TODAY:**

- ☐ **Enlist the help** of your local Civil Defense Director.
- ☐ **Check contents** and locations of first-aid kits.
- ☐ **Send staff** to Red Cross courses. They may save your life.
- ☐ **Promote preparedness** in your community. Your local CD Director can show you how.

*Set the standard of preparedness in your plant city—check off these four simple points **NOW.***



# The NATIONAL CLEANER & DYER





# Thousands of Enthusiastic Owners

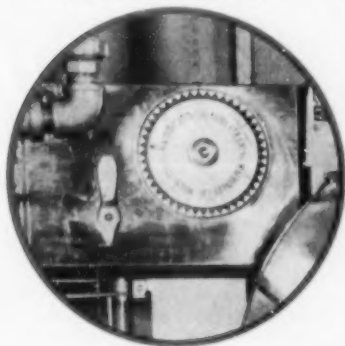
## All Over the World



## ... Attest to **HAMMOND** Superiority!

.....From Muleshoe, Texas to Beirut, Lebanon, to Bogota, Colombia, .....Bombay, India, Hong Kong, Singapore and in every corner of Canada, Alaska, Mexico and the United States you'll find Hammond

Atomic Drycleaning Units in operation. This is ample proof that the famous Hammond Atomic Unit is high in operating efficiency, low in maintenance cost.



The automatic controls for the Hammond Atomic Unit were developed exclusively by Hammond. They are the ultimate in simplicity and efficiency.

## SPECIFICATIONS

Hammond Atomic Units are available in either 10 suit or 20 suit capacity.  
Hammond Monel vacuum filter- 1000 G.P.H. or 2000 G.P.H.

The new, safe-level Storage Tank  
Hammond Wizard Extractor - 24" or 30"  
Hammond Atomic Washer - 40 lb. or 75 lb.  
Hammond 36 x 30 Open End Tumbler  
Floor Space: 10 Suit - 4' x 10'  
20 Suit - 6' x 12'

**Hammond**  
LAUNDRY-CLEANING MACHINERY CO.

HAMMOND BUILDING • WACO, TEXAS

Clip and mail for more details

☐ Please send all available information on Hammond automatic equipment.

☐ Have your representative call with prices and details.

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Hammond Laundry-Cleaning Machinery Company  
Hammond Building Waco, Texas

# Lint-free cleaning highly efficient ➡➡

Added to the outstanding advantages of charge cleaning, is an exclusive anti-static\* agent in Buckeye Clean-Charge which makes complete lint-free\* cleaning possible for the first time in dry cleaning history.

## CLASSIFYING ELIMINATED

All dry cleaners are only too familiar with the time-consuming problem of sorting dark lint-gathering fabrics and light lint-laden fabrics before cleaning and tumbling.

The revolutionary, new anti-static agent in Buckeye Clean-Charge eliminates this classification problem. Now a great variety of light and dark, soft and hard finished fabrics can be tumbled at the same time. And all garments come out clean, dry and lint-free!

## RESEARCH UNCOVERS ANTI-STATIC COMPOUND

During the past few years, The Davies-Young Soap Company's research department has analyzed and studied the effects of static electricity in an effort to discover an agent which could control it. The result of this research has brought to light the most outstanding characteristic of Buckeye Clean-Charge . . . it's amazing lint-free properties.

## CLEAN-CHARGE SAFE WITH FILTER POWDERS

When Buckeye Clean-Charge is used, the very highest degree of efficiency is reached in washer and tumbler action. Filter powder can be safely used as a cleaning abrasive during the cleaning cycle without fear of powder sticking to the garments. How is this possible? The answer is found in this same highly efficient anti-static agent in Buckeye Clean-Charge.

## LINT-FREE CLEANING SATISFIES CUSTOMERS

The dry cleaning plants throughout the nation that have installed Buckeye Clean-Charge find a substantial increase in customer satisfaction. Garments cleaned with Clean-Charge are returned lint-free and continue to repel lint from one cleaning to the next.

The millions of microscopic lint particles which tend to dull fabrics can now be removed. Colorful patterns and smooth-textured tones become brighter and clearer . . . to take on a "like-new look."

Lead the field in quality cleaning . . . Install Buckeye Clean-Charge!

\* Patent applied for, product and process

**AS SEEN IN LIFE**

# Now!

**DARK BLUE SUITS  
and  
WHITE WOOL  
BLANKETS**



*Safely Cleaned Together!*

WITH

**BUCKEYE  
CLEAN-CHARGE**

with this amazing result:

*No transfer of lint!*

## HERE'S WHY:

A special ANTI-STATIC ingredient incorporated in Buckeye CLEAN-CHARGE prevents filter powders from sticking to fabrics during the cleaning cycle . . . garments are removed from the tumbler LINT-FREE! When Buckeye CLEAN-CHARGE is used color and fabric classification time is eliminated, finishing is much easier, and faster, static is eliminated from fashionable synthetic fabrics and THERE IS NO TRANSFER OF LINT FROM DARK TO LIGHT FABRICS!

\* Patent applied for  
Product and process.

SYMBOL OF QUALITY

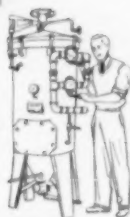
THE **DAVIES-YOUNG**  
**SOAP COMPANY**  
BOX 995 DAYTON 1, OHIO

# OLSON

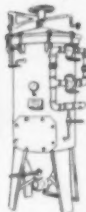


THE ONE..

..THE ONLY



THE ORIGINAL



SELF-CLEANING TUBULAR SCREEN FILTER

## PROVED BY THOUSANDS IN USE!

OLSON FILTRATION ENGINEERS, INC.  
1624 N. Kilbourn Ave., Chicago 39, Ill.

Send free literature on the Olson Tubular Screen Filter.

Name

Firm

Address

City  State

... the oldest name in dry cleaning filtration

## BUSINESS BUILDERS

### Aluminum Eye-Catchers Work for Cleaner



You've probably seen those shiny, reflectant-paper strips twirling in the wind around gas stations. For the past four or five years John Scianna of Van Buren Cleaners, Norwalk, Connecticut, has been using with good results the more durable all-aluminum strips

to catch the eye of motorists as they round a sharp bend near his store.

The 4½-inch-wide strips come in 20-, 30- and 50-foot lengths costing about 1½ cents per foot. They come in a variety of colors and reflect illumination at night, too.

### Counter Doubles for Package Display



Last May Ray Miller, who operates plants in Newton and Dorchester, Massachusetts, opened a little jewel of a package plant called Queen 1 Hour Cleaners right on the busiest corner of the town of Waltham. Plate-glass windows on two sides provide the help with plenty of light and passersby with an excellent view of the activity.

Instead of using the front counter as just that, Mr. Miller made it into a double display case for sweaters and other items that he packages in cellophane. The system is not only

more convenient than the usual one of keeping these items up on shelves, but capitalizes on an excellent promotional opportunity that most cleaners overlook. The roll of cellophane is set up at the end of the counter next to the wall. The top surface of the counter is used for wrapping during quiet hours. A big mirror fastened to the wall makes the call office and counter seem twice as big.

Space for the counter girls' pocket-books, marking supplies, etc., is provided on shelves behind the center panel.

The site was formerly used as a bank branch, and includes a vault down in the basement. Fur storage at this little plant will never be a problem.

### Numbered Calendars Feature Weekly Prizes



Here's a calendar idea that Ray Showell picked up from a New Jersey cleaner at the 1952 NID convention. And it's been paying off ever since.

When Mr. Showell got home from the convention he ordered 800 numbered calendars and sent them to his customers. The lobby at his plant, Westminster Cleaners, Salt Lake City, sports the master copy of the calendar, which has a seal covering each Monday of the year. On each Monday Mr. Showell pulls off a seal, revealing the winning number for that week. The number is posted in the plant lobby and the holder of the calendar with that number collects \$5 if he calls at the plant during that week. To date about a quarter of the winners have collected their prizes.

The idea has paid off so well for Mr. Showell that for 1954 he gave out 1,000 of the numbered calendars. "We have definitely gained in traffic and volume," said the Westminster operator, "through the use of these gadget calendars. I think the thing that impresses me most is the fact that from every NID convention—and I've attended the last ten—I've come home with some good idea that has helped us. These are extra dividends besides the information gained at the exhibits and talks."



# a nice profit picture ...



E. RALPH WESSINGER

LEON A. COOPER

"We are glad we chose Milnor Washers and Milnor Extractors for our new plant. Your Milnor System with the Milnor Carriers and Merchandising Program is working beautifully and just as you outlined for us after your comprehensive analysis of our old plant problems, we do more work in a shorter work week with 25% less production employees—a nice profit picture—better pleased customers. We are two well-pleased and proud Milnor Plant owners. Many thanks for your services."



WRITE, WIRE OR PHONE

MANUFACTURERS OF FINE LAUNDRY AND DRY CLEANING EQUIPMENT

## MASTER CLEANERS, INC.

1907 BLOSSOM ST.  PHONE 4-1814  
COLUMBIA, S. C. 5/4/54

Pellerin Milnor Corporation  
8000 Edinburgh St.,  
New Orleans 18, La.

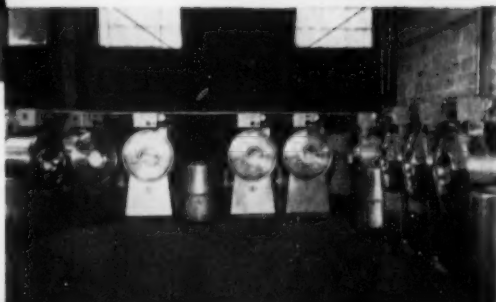
Dear Mr. Pellerin:

We are glad we chose Milnor Washers and Milnor Extractors for our new plant. Your Milnor system with the Milnor Carriers and Merchandising Program is working beautifully and just as you outlined for us after your comprehensive analysis of our old plant problems. We now do more work in a shorter work week with 25% less production employees—a nice profit picture—better pleased customers. We are two well-pleased and proud Milnor plant owners.

Many thanks for your services.

Yours truly,

*Leon A. Cooper*  
Leon A. Cooper  
*E. Ralph Wessinger*  
E. Ralph Wessinger



Master Cleaners, Inc.

1907 Blossom St., Columbia, S. C.



"We're from Missouri  
at Drummond Cleaners—

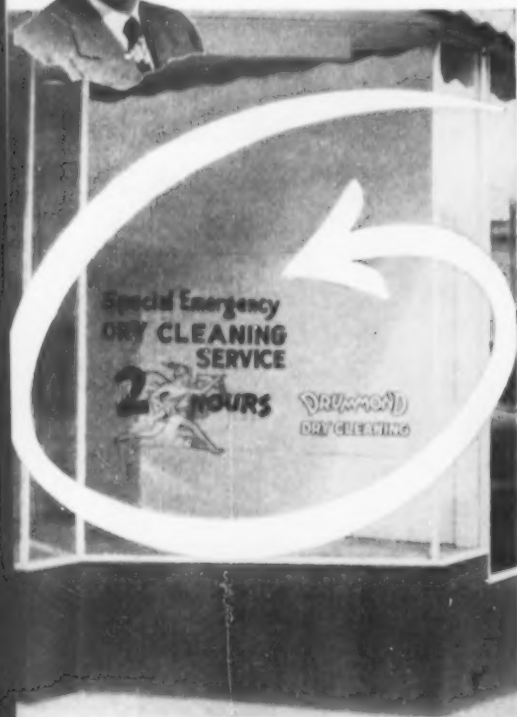
Our cash register  
sold us on the

**BUTLER**

**AYR-MOR**"



says Mr. William Drummond, Sr.  
Drummond and Sons,  
Kansas City, Missouri

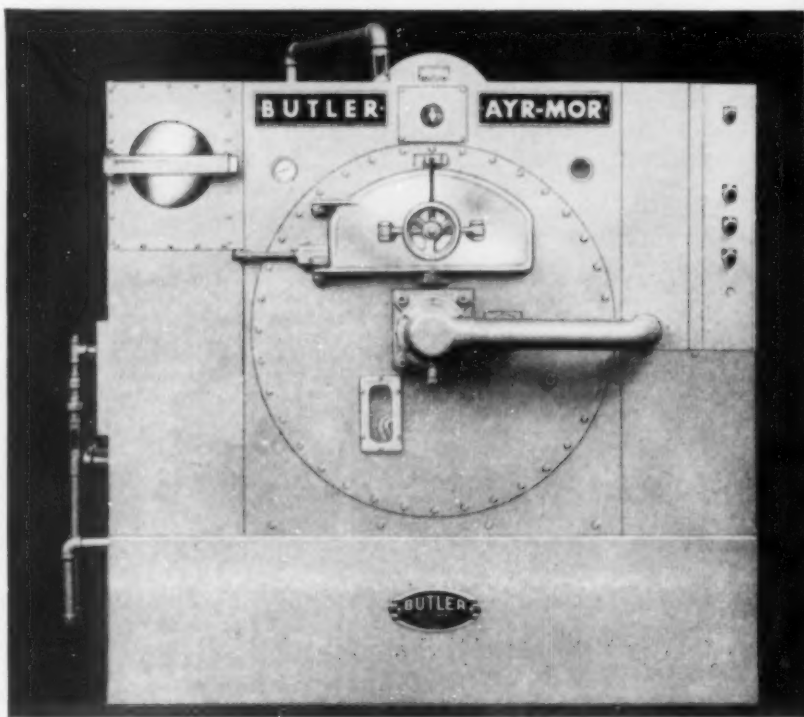


"I've got more years of cleaning experience than I care to admit—and I take a close look at any new equipment or method," reports Mr. Drummond. "Got expert advisers too—two of my sons are graduates of N.I.D. and both are my partners.

"In February of '53 we decided to install a Butler Ayr-Mor. This gave us the opportunity to promote a same-day cleaning service and a special 2-hour service both at a price premium. The sales figures tell the story.

"January '53 sales were below the previous year. February showed an increase. Then business started a gradual climb. By December we were 16% ahead for the entire year. Business is still climbing—making new records. We are enjoying this increase with *no* additional help—and with very little promotional expense. Our records show what Butler Ayr-Mor fast service means in profits."

Butler Ayr-Mor synthetic unit builds your business—earns more profit on each dollar you take in. Send coupon today to learn how Butler does it.



**BUTLER MANUFACTURING COMPANY**

7432 East 13th Street, Kansas City 26, Mo.

Please send me free booklet on the Butler Ayr-Mor Synthetic Unit.

Name

Address

City  State

Send for free  
descriptive booklet.



**BUTLER MANUFACTURING COMPANY**

Manufacturers of Oil Equipment • Steel Buildings  
Farm Equipment • Dry Cleaners Equipment  
Special Products

Factories at Kansas City, Mo. • Galesburg, Ill. • Minneapolis, Minn.  
Richmond, Calif. • Houston, Texas • Birmingham, Ala.  
(Union Tank & Supply Co.)

# USE THE WATER REPELLENT EVERYONE KNOWS!



## "CRAVENETTE"---a household word for 70 years!

The reason that leading drycleaners throughout the country offer "Cravenette" water repellent service is because it is the service everyone knows—first, finest, and the favorite for almost 70 years.

When you install "Cravenette" service you have a service that sells because three generations of Americans have been wearing garments with the "Cravenette" label—garments bought in the best stores in every community in the nation.

It also is a quality service—certified time and time again by the foremost testing agency in the industry as first for true repellency.

Then to assist in your promotion a complete sales and advertising service is provided—making a combination that assures attractive profits from the start.

Have us give you complete information. As a convenience, use the coupon.

## The Cravenette Company, U.S.A.

EIGHTH AND MADISON STREETS, HOBOKEN, N. J.

*Since 1887 the world's leading producer of water repelling preparations for garment fabrics*

THE CRAVENETTE COMPANY, U. S. A.

8th and Madison Streets, Hoboken, N. J.

Please send me full information concerning the "Cravenette" water repellent service for drycleaners.

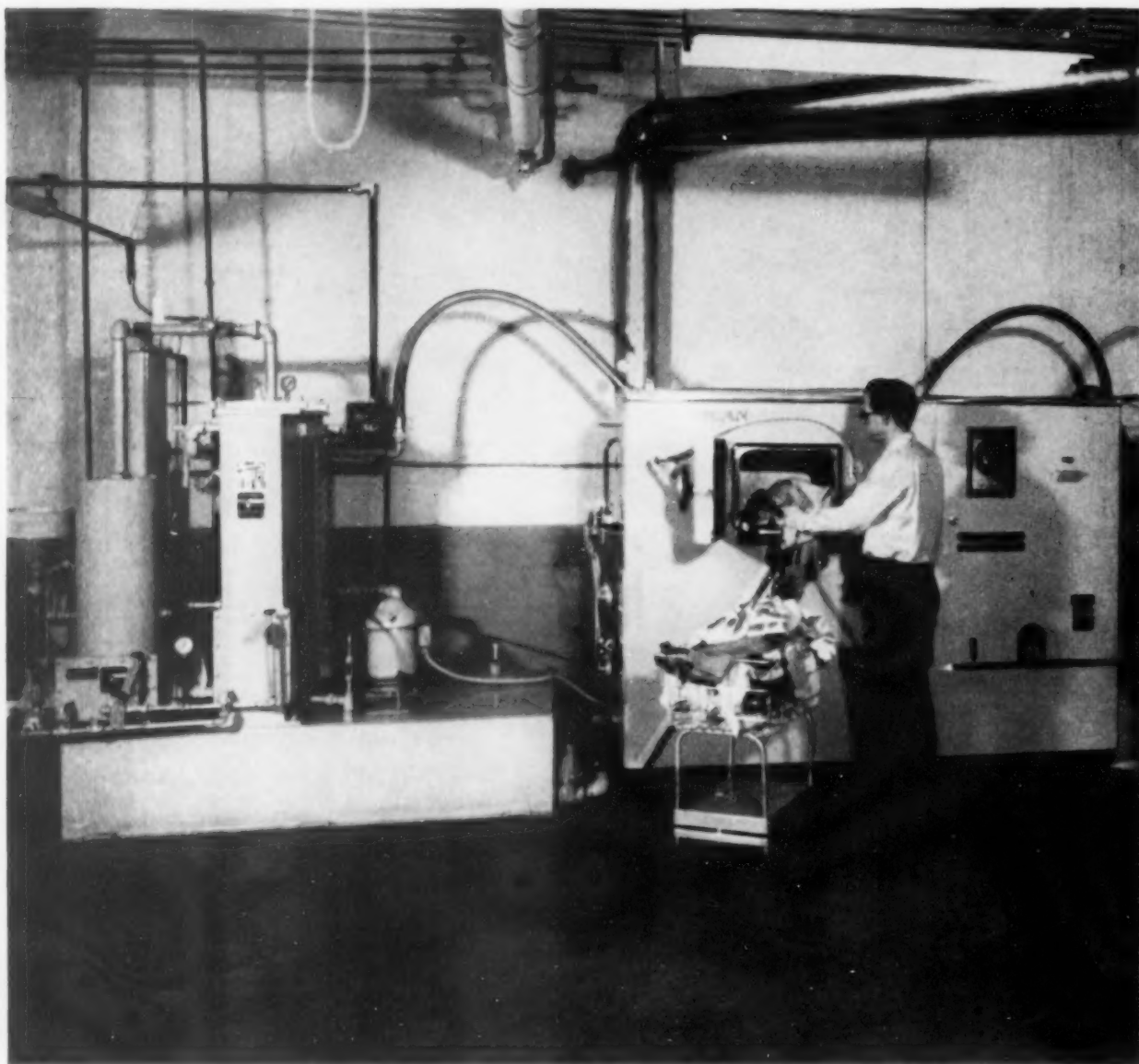
Name

Position

Company

City  State

# American, originator of the



American TRUCLOR installation, Parisian Cold Storage & Cleaning Co., Toledo, Ohio.

World's Largest, Most Complete Line of Dry Cleaning and Laundry Equipment



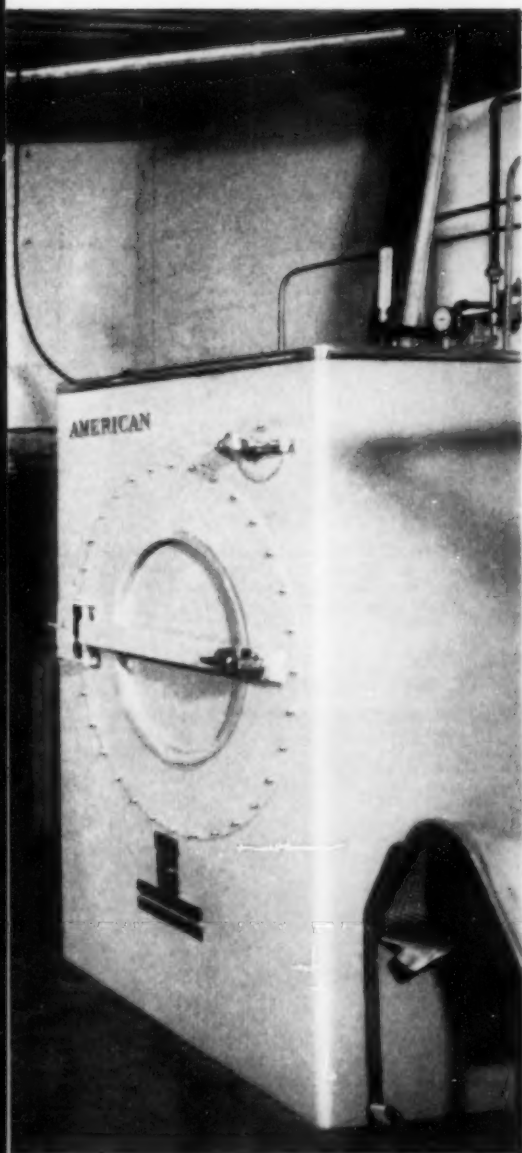
NATIONAL CLEANER & DYER



# 2-bath cleaning system

## now gives you

## a 2-bath Perchlor Unit



With American TRUCLOR, you get two-bath, fully-controlled strong-soap cleaning, at the *lowest investment cost* of any equipment of equal productive capacity. No substitute system can give you such fast, efficient, customer-winning service, nor so many—

### Important Advantages

**Easy installation.** No underground tanks needed with TRUCLOR's built-in, above-ground solvent storage. Isovibe anti-vibration control eliminates need for special bolting or foundation.

**Cleans two classifications of work** at same time.

**Produces 50 lbs.** of highest quality cleaning per load.

**Cuts spotting and wet cleaning** to the bare minimum.

**Fully automatic operation** drastically reduces labor costs in the cleaning room.

**90% solvent recovery** in Perclor-Saver Tumbler and from stripping operations of Filter-Still.

For complete information on the new American TRUCLOR Unit, mail coupon today for Bulletin BB957-002.



You can depend on your American Representative's advice in your selection of equipment from the *complete American Line*. Backed by our many years of experience in planning and equipping dry cleaning plants, he can help solve your production problems. Ask for his specialized assistance anytime... no obligation.

**AMERICAN CLEANERS EQUIPMENT CO.**  
Cincinnati 12, Ohio

ALM-198

- ☐ Send Bulletin BB957-002 on the new TRUCLOR 2-Bath Perchlor Unit.
- ☐ Have American Representative call.

Name

Firm

Address

City & State

## GADGETS and GIMMICKS

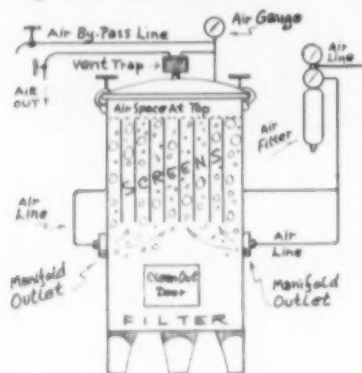
### Tap Extension



No fuss, no bother. Hank Gold of Pembroke Drive-In Cleaners & Launderers, Williston Park, New York, shows how easy it is to pour solvent directly from drum to cleaning unit when the spigot is attached to an 18-inch pipe extension.

The drum is set on a wheeled stand to give it mobility. The extension proves convenient when working in close quarters and the tap is high enough to allow fresh solvent to be let directly into the button trap.

### Filter Cleaned By Air Pressure



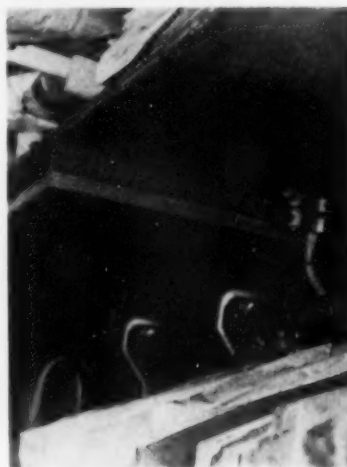
A method of cleaning the filter without removing the filter top and scraping down the screens has been

worked out at Century Cleaners, Limited, in Toronto, Canada, by Jack Snitzer, the owner, and his plant supervisor, Armand Giroux. When the time comes to clean out the filter, one bucket of solvent is drawn from it to allow air space at the top, and 15 pounds of air are introduced through the manifold outlets on both sides of the filter. The turbulence created in the solvent inside the filter by the air pressure is sufficient to clean the screens. A vent trap on top of the filter allows the air to escape during the cleaning of the screens.

An air filter, such as is used with an air compressor, removes any oil or water from the air line before such foreign matter can reach the solvent during the process.

Messrs. Snitzer and Giroux call this filter-cleaning method "air brushing"; they say the filter hasn't had its top off for the past six months—and works perfectly.

### Shelf Adjuster



EXTRA COLLARS on pipes supporting slick-rails at Reliable Dry Cleaners, Harrisburg, Pa., make plywood shelving adjustable in height. Note shallow shelf at left.

### Call Numbers Mark Customer's Turn



With four or five girls tending the call counter at the same time, it was difficult to wait on the customers on a first-come first-served basis. To correct this condition, the management of Taft Cleaners in Irvington, New Jersey, adopted a check system.

As the customer enters the call office on a busy day, he picks a plasticized ticket from a waist-high stand placed near the door. The cards are numbered in sequence and determine the order of service.

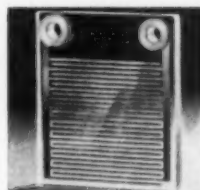
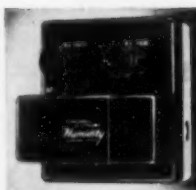
The counter girl calls the number, takes the card from the customer as she waits on him and hangs it on a peg behind the counter. (The arrows were drawn in on the photo to show both card stand and peg.) Each card is grommited to prevent tearing.

Since the numbers run in consecutive order, all the counter girls have to do is take a quick look at the pegged card and call for the next highest number. Customers feel everyone is treated fairly.



*with*

## **Honeywell Electronic Humidity Control**



**sensitive  
electronic  
system—  
no moving  
parts**

▲ Actual size of element 1 1/4" by 1 3/4"

**Humidistat**, gold leaf sensing element and electronic relay are easily installed on any washer . . . provides overall sensitivity so high that relative humidity stays within 1/2 of 1% of desired value. Works in either Stoddard or perchlorethylene solvents . . . prevents addition of any water if power supply fails or because of malfunction of any other equipment.

**T**HIS new Honeywell system takes all the mystery and uncertainty out of controlling humidity in charged soap cleaning. It maintains exactly the moisture you require to get consistently excellent cleaning results. It holds humidity high enough to assure thorough removal of water-soluble soils, but keeps it from getting too high to cause wrinkling, piling, breaks, and shrinkage.

**It's simple**—you just set a dial to the desired percent humidity and the controls automatically add water as required.

**It's versatile**—can operate with any soap concentration.

**It's foolproof**—once it's set up, anyone can operate it.

Ask your soap or washer representative about the new Honeywell Electronic Humidity Control System . . . or write to Honeywell, Control Device Division, Dept. ND 6016, Minneapolis 8, Minn.

**Honeywell**

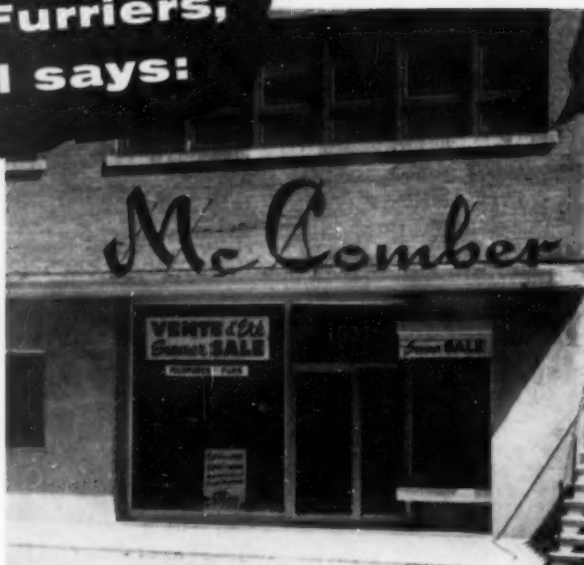
112 offices across the nation



*First in Controls*

**McComber Furriers,  
of Montreal says:**

# "POLARIZED Garment Storage



## IS THE BACKBONE OF OUR BUSINESS"

### L. P. McComber Also Has This to Say About Their Experience:

"Our new fur vault is modern, equipped with the Haertel Vaultmaster dehumidifying and refrigeration unit. The investment we made into a new store and modern fur vaults is paying good dividends. The first year, we almost doubled our storage revenues . . . and garment storage also enables us to keep our staff occupied during the summer.

"We'd like to show Haertel our gratitude for all the help they gave us; supplying us with a plan of the inside disposition of the vault, with literature for publicity purposes, with free samples of cleaning compound and methods of cleaning."

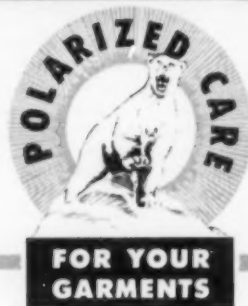
The experience McComber Furs had is duplicated all over the country . . . not just in the fur business, but in all *garment storage* business.



And now is the time to set up your plans for garment storage in your business. Write now for full information on how you can increase profits and expand your business by adding garment storage as a service.

### WALTER HAERTEL COMPANY

2840 Fourth Avenue South • Minneapolis 8, Minnesota



NATIONAL CLEANER & DYER



# For Yourself!

## COMPLETE CONTROL!!!

### WITH Cal's Charge

With Cal's Charge, "Humidity Control" is Complete and Automatic. The Moisture from Your Wet Stock Goes to Each Load . . . and is GONE with Each Load.

And dry charge is left behind for those loads which need dry action. Cal's Charge stays in the system, so you have no loss of soap, no loss in cleaning efficiency.

**1½% is Enough — Outcleans 3 to 4% Charges**

With Cal's Charge you automatically get complete humidity control. You have no trouble keeping your solvent in proper shape. You can extract as usual. • Fabrics will retain their new looking textures. Colors

will come to life, whites "stay true." You get complete soil removal, simpler classification. Cal's Charge takes out spots right at the wheel . . . gives you better results at lower cost.

No Wrinkles • No Static Problems • No Odor  
No Harshness • No Pressure • No Lint Problems  
No Soap Stains • No Oily Feel

**NO "GRIEF" AT ALL WITH CAL'S CHARGE!**



**CALED** PRODUCTS CO., Inc.  
BRENTWOOD, MARYLAND



**I'm going to give myself a raise!** I've been using "Perclene" perchlorethylene for years and getting the wonderful results you'd expect from a Du Pont product. But I just started telling my customers about "Perclene." That Du Pont name really impresses 'em. Lets 'em know I'm cleaning with the best. Great idea to make it known—great for business, great for prestige. Think I rate a salary increase (maybe a bonus, too).

GET A "PERCLENÉ" DECAL FROM YOUR DISTRIBUTOR. Put it on your window to let your customers know you use Du Pont "Perclene"—their assurance of high-quality drycleaning.



BETTER THINGS FOR BETTER LIVING  
... THROUGH CHEMISTRY

# PERCLENÉ®

PERCHLORETHYLENE

**Du Pont's Quality Solvent for Drycleaning**

# Plant Operators Who CARE

# Compare!

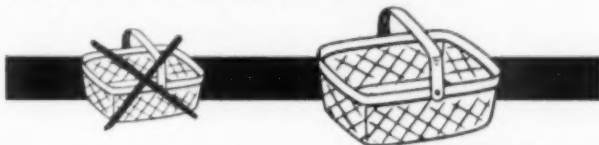
Feature for feature, Vic is a bigger, better value  
... it out-performs any other unit on today's market!

- ⚡ WANT SPEED AND QUALITY WORK?
- ⚡ WANT CAPACITY WITH LOW COST?
- ⚡ WANT LOW OPERATING COST?
- ⚡ WANT LOW LABOR COST and
- ⚡ LOW MAINTENANCE COST?

Then You'll *Compare!*  
-- the revolutionary new **VIC #64**  
**SOLVENT RECOVERY UNIT**  
with others that may look fine on the outside BUT  
... ARE ENGINEERED ENTIRELY DIFFERENTLY  
ON THE INSIDE!

## HERE ARE 4 BIG PIECES OF "INSIDE INFORMATION"

- 1 VIC #64 HAS MUCH LARGER CAPACITY**  
It handles 50 to 60 lbs. in a load, but takes no more floor space than units handling only 30 to 40 lbs.

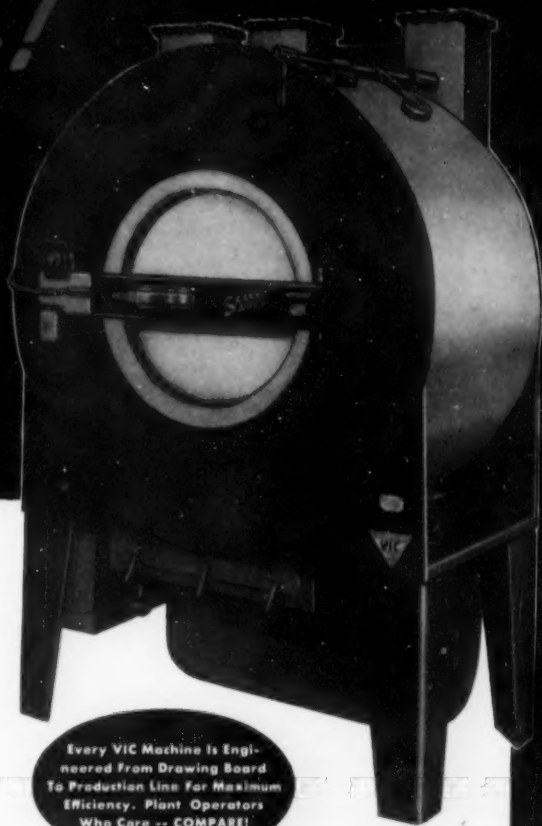


- 2 VIC #64 HAS A SPECIALLY DESIGNED **NOLINT** COIL**  
(Name copyright, 1954)

### NOTE THESE DIFFERENCES:

- (a) ORDINARY COILS have projecting fins and surfaces that catch and hold lint, gradually building up an actual blanket of insulation that slows down heating and cooling action -- CUTS PERCENTAGE OF FLUID RECOVERED.
- (b) VIC "NO-LINT" COILS are engineered with smooth outside surfaces. Lint cannot catch and accumulate. There is nothing to retard quick action . . . therefore you get MAXIMUM RECOVERY.

- 3 VIC #64 CAN BE INSTALLED THROUGH ANY STANDARD 36" DOOR, WHICH MEANS NO EXTRA INSTALLATION COST.**



Every VIC Machine Is Engineered From Drawing Board To Production Line For Maximum Efficiency. Plant Operators Who Care -- COMPARE!

- 4 VIC #64 RECOVERY UNIT HAS SPECIALLY ENGINEERED COILS, WHICH INCREASE SPEED AND EFFICIENCY.**

- (a) CONVENTIONAL ENGINEERING . . . other recovery units have air passages which actually hamper the proper distribution of air.
- (b) VIC MODEL #64 ENGINEERING . . . so designed that air is directed into both heating and cooling coils evenly, thus acting more rapidly and with greater efficiency.

NOTE: The even distribution of air, due to Vic's advanced engineering, makes possible the extraction of more solvent from the solvent-laden air, in less time. It also makes possible faster re-heating of air, thus giving more efficient solvent recovery for less steam and water cost.

Heating and cooling chambers are made of stainless steel and corrosion-resistant metals.

NO COMPETITOR CAN OFFER AS MUCH

CUT OUT AND SEND IN!

VIC CLEANING MACHINE COMPANY  
1313 Hawthorne Avenue  
Minneapolis 3, Minnesota

Gentlemen: Please send us more detailed information on  
VIC Model #64 Solvent Saver.

Have your local salesman call on me \_\_\_\_\_ date \_\_\_\_\_

Name \_\_\_\_\_

Name of Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

# VIC

## CLEANING MACHINE COMPANY

Experienced Since 1912 • Minneapolis 3, Minn.

Sales and Service in all Principal Cities



VIC ECHO



VIC AUTO PER



VIC ROCKET



VIC ROCKET JR.



VIC SOL VIC



VIC SPEC PER



VIC CENTURY

## EDITORIALS

### Here We Go Again

Most of you, by this time, have probably heard about science's latest contribution to home drycleaning. Renuzit Home Products is now marketing a home drycleaning machine for \$9.95. We haven't seen one yet—apparently they're not for sale in New York City at this writing—but we did check with the National Institute of Drycleaning, which has purchased the gadget and examined it closely.

The device bears some resemblance to a minnow pail. It consists of an open-top aluminum can, 7 inches high and 9 inches in diameter, equipped with a spigot at the bottom. A perforated bucket fits inside. You dump a gallon of Renuzit solvent (\$1.79) into the works, place the item to be cleaned into the perforated bucket, and massage this garment with what appears to be a large potato masher. When the garment is clean, you lift the inner basket up so that it rests on a drain arrangement, and squeeze the garment with the masher. Then you hang the piece up to dry.

It wouldn't be much of a cleaning system without a filter, so the manufacturer has provided this accessory. You take the funnel that comes with the set, stick a piece of filter paper (also supplied) in the funnel, open the spigot, and let the solvent drain through the filter and back into the storage tank, which would probably be the can in which the solvent came.

If, by chance, the solvent hasn't removed all the spots, a bottle of spot remover comes with the kit.

That's all there is to it. The solvent can be used over and over again, we are told, and the lucky purchaser has saved a lot of money.

Naturally, the machine hasn't too much capacity. A pair of light slacks fills the basket to overflowing, but it will hold a pair of gloves, a necktie, a blouse or other relatively compact item.

There are a couple of precautions to be observed. The solvent is one of the petroleum distillates and, therefore, should not be used near a fire or open flame. NID checked the flashpoint of the solvent and found it to be 125° F. Any housewife would surely remember to shut off the pilot light on her stove and refrain from smoking when using the machine.

The other item concerns the possibility of skin rashes from contact with solvent-laden garments. The solvent is odorless, so it might be a little hard to tell if a cleaned garment is dry or not, but wearing rubber gloves should minimize this hazard.

The instruction booklet suggests a good use for dirty solvent. Sooner or later, of course, even the filter paper and funnel arrangement can't clean up the used solvent and it must be discarded. Pour it down the sink, suggests Renuzit. It will clean out the pipes like nobody's business. Of course, it's possible that some of the solvent might remain in the trap and send fumes that might explode up the drain, but this possibility must be obvious to even the most dim-witted consumer.

Even with all of its virtues, we venture to guess that the Renuzit machine does not pose much of a threat to drycleaning plant volume. It isn't the first home machine to come along, and it surely won't be the last. So long as good cleaning solvents are either toxic or inflammable in open systems, there isn't too much danger of home cleaning competition. But if research does turn up a solvent that won't explode and is physically harmless, the situation will change overnight. And who's to say that such a solvent may not be developed at any time?

The Renuzit machine is another straw in the wind. It serves as a good reminder that the successful cleaner has to resell and resell and resell his customers.

### President Lou Reports (Continued from page 6)

(an approved AAA restaurant, in spite of it). The following was taken from an item that appeared in December 1939 in the *Washington Evening Journal*:

"The Coffee Club is one of nature's strange phenomena. It was born without purpose and meets the same way. Every morning the gang herds into the Wingo Cafe for coffee. Many of them don't even like coffee, but they drink it just the same. Some have no other club affiliations, and don't want any, thank you. The official meetings last a scant five minutes—just long enough to elect a president—and then the group disperses as quickly as they came. Being president of the thing is without honor. Anybody who has served once never wants to serve again. He is perfectly satisfied to retire to the ranks and become a mere conversationalist.

"Any stranger who happens to be in the restaurant is apt to be (and generally is) elected president for the usual one-day term of office. If anyone tries to talk business he is automatically out of order. Business has no place in the Coffee Club. Neither has anything else. Real crazy . . ."

The rare honor was bestowed on your reporter of being elected president of the august group. Truly a heady wine, being president—of anything. Much less the Coffee Club. (How much less can you get, pray tell?)

King for a day. A day to be long remembered by all

the more than 2,500 "past" presidents of the Coffee Club scattered all over the United States. All have cards to prove it.

Oh, yes, almost forgot to mention one of the bylaws (the only one): whoever is elected president for the day has to pick up the tab for the coffee consumed at the "meeting." Our campaign costs totaled \$3.65. [Editor's note: "You were gypped! Sixty times 5 cents amounts to only \$3. Please show reason for discrepancy on next expense report."] [Associate editor's note to editor: "I'm a heavy tipper."]

MORAL: Keep away from swinging doors, or you may wind up as president.—Lou Bellew



PAST PRESIDENT of Coffee Club Ralph Martin (right), owner of Martin Cleaners, with plant superintendent "Cub" Lehrer



# SENSATIONAL PRESSING SURFACE

- ☆ *New feel, new beauty, for fabrics*
- ☆ *New production, new profits, for you*
- ☆ *New ease and speed for pressers*

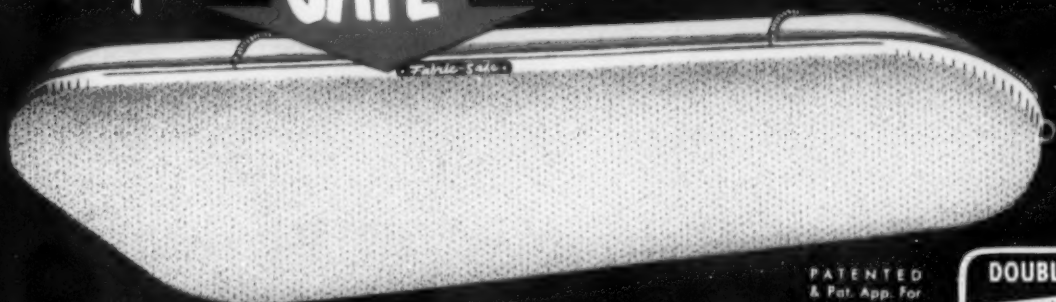
HERE'S WHY  
*Fabric-Safe*  
CUTS SHINE:  
FIBERS ARE NOT  
FLATTENED, LIGHT  
RAYS SCATTER  
AT MANY ANGLES  
INSTEAD OF ONE,  
FOR SOFT FINISH.



## FREEMAN *Fabric-Safe* DOUBLE PLATE

WITH CAT-TONGUE TEXTURED SURFACE FOR WOOLS

The *Only* Plate **SAFE** for Wool-Type Heat-Sensitive Synthetics



PRESSES QUICKER—EASIER—BETTER—AT LOWER COST

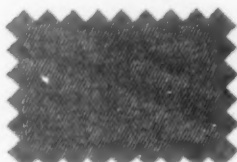
PATENTED  
& Pat. App. For

DOUBLE PLATE

BUILT-IN CONDITIONER  
AND DIFFUSER FOR STEAM

**GONE FOREVER**

↓  
**MOIRE**

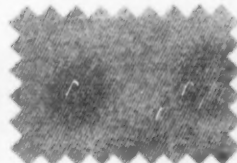


IN BY ORDINARY GRID



GONE WITH "FABRIC-SAFE"

↓  
**STEAM  
MARKS**

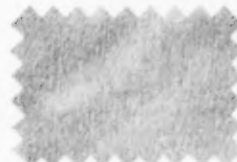


IN BY ORDINARY GRID

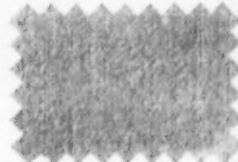


GONE WITH "FABRIC-SAFE"

↓  
**90% OF  
SHINE**



IN BY ORDINARY GRID



GONE WITH "FABRIC-SAFE"

It's NEW, totally DIFFERENT.  
New surface, new construction,  
new performance. Obsolete  
all previous methods. Produces  
unequalled quality...cuts  
do-overs 90%...speeds pro-  
duction 30% or more.

**for SILKS, COTTONS  
and all lustrous fabrics...**

**LUSTERplate**

Highly-Polished  
Micro-Perforated  
Surface



Eliminates need of  
hothead press INTERCHANGES  
FAST WITH WOOL PLATE ON UTILITY PRESS

ORDER FROM YOUR JOBBER

DOUBLE PLATE

BUILT-IN CONDITIONER  
AND DIFFUSER FOR STEAM

**Davis** SPECIALTIES, INC.

1954  
EASTON, N.J.



ORDERS COME to marker from counter in canvas bags. Pieces are marked by preprinted tags fastened by electric stapler. Covered hangers at far left use safety pins to keep lot's belts together

## Look What Happened at Birmingham

New system of layout, incentives and controls  
has made this quality plant highly efficient

By PHIL GREENE

MODERN PRODUCTION WORKFLOW has received a lot of space in this magazine during the past year. The production setup is the guts of the business. As more and more plant-owners realize that good workflow can chop productive costs from 30 or 40 percent of gross sales to 23 to 25 percent (and frequently lower), with doubled profits as a result, obsolete finishing lines all over the country are being converted.

Sound workflow requires sound engineering. Because this sound engineering includes coordinated production controls, the right records, and an easily understood incentive system, many plantowners are using the services of engineers who specialize

in this work. Most of these engineers, to the best of our knowledge, are doing an excellent job. The article that follows discusses the improvements that an engineer named Cecil Elrod made at Birmingham Cleaners, Birmingham, Michigan. The plant is operated by Harold M. Kalbfleisch, and plant manager Tom Walker.

The article is not intended to be a complete endorsement of Mr. Elrod's work. Many features of his system are not original. As nearly all of his work has been done in Texas and the Michigan area, it would be rash to say that the system, without modification, would work just as well in New York City or Seattle. Perhaps it would, but that remains to be seen.

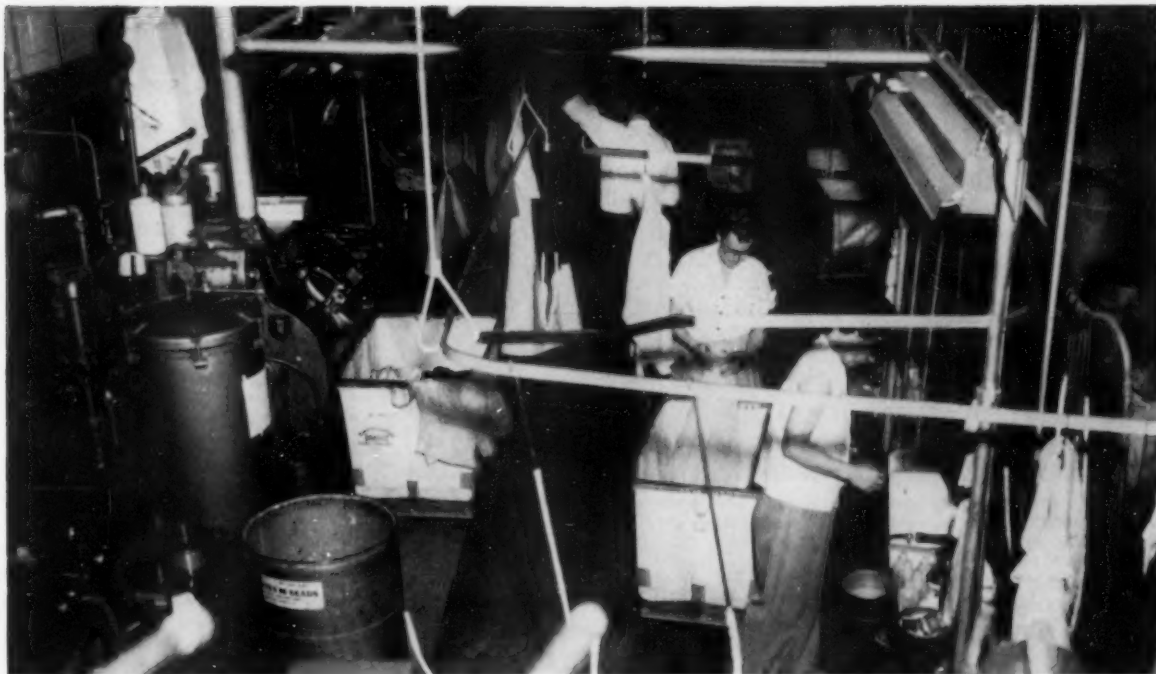
However, his work has attracted a lot of attention and deserves recognition here.

### Highlights of System

Here are some of the important features of the system:

1. The installation of the layout—from counter to call racks—is done by a crew of specialists over a weekend so that the plant is not shut down during the conversion period.

2. The various work centers are set up to operate at a fixed fraction of total sales. With minor fluctuations depending on local conditions, these are: finishing, 10 percent; marking, 2 percent; inspection, 2 percent; as-



GIRL IN FOREGROUND does all of the drycleaning, most of the spotting. Plant manager Tom Walker in background has just sorted a load for the finishers

sembly, 2 percent; cleaning and spotting, 5 to 6 percent.

3. Wherever possible productive jobs, including cleaning and spotting, are performed by women.

4. Finishing techniques are systematized and operators are trained by special instructors to follow a clearly defined finishing routine. If the trouser finisher, for instance, refuses to use the mushroom provided for topping, it is recommended that

a green employee be hired and trained to take over the job. Through-the-unit finishing units are used throughout.

5. Quality is important. The system is geared to plants charging \$1.25 to \$1.50 for a plain dress or man's suit. An 89-cent cleaner probably couldn't afford the quality standards expected.

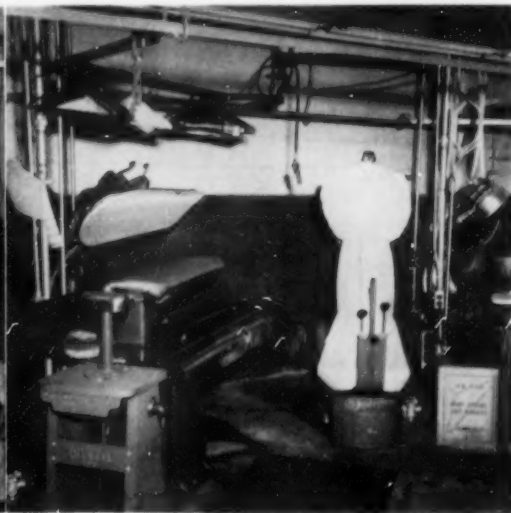
Birmingham has been operating over four years, and was converted to Mr. Elrod's system about two months

ago. Its base price is \$1.50. It is a drive-in, no routes or outside stores.

Although Birmingham Cleaners had been operated efficiently, it was hamstrung by insufficient cleaning capacity and poor arrangement of finishing equipment and slickrails. Its management knew that changes were needed. Excellent quality standards were maintained, but it was very difficult to get the work out on schedule. Five finishers were working nine hours a day. The specials, of which Birmingham gets an unusually high number,



COMBINATION wool unit gets all coats, some pants



COAT UNIT is set up but not used at present



**TROUSER UNIT** detail shows convenience of pants hook. Hook requires no floor space, rides along on rail. Garment is perfectly positioned for first topping lay

were getting out, but the regular work kept falling behind. The plant's lot system kept bogging down.

Since the reorganization some two months ago, a second 30-pound cleaning unit has been installed. Thanks to the improved layout and the addition of some new finishing equipment, four finishers can process in eight hours what five finishers handled in nine. Their salaries have been increased substantially through the installation of an incentive plan.

The plant had not advertised during the past two years because it couldn't handle additional volume. Now its productive capacity, with no

increase in the size of the finishing area, has been increased 20 to 30 percent. Birmingham is ready to start advertising again.

#### Marking and Workflow

The plant's productive routine works like this: When the counter girl receives an incoming order, she writes the customer's name and address on the invoice, puts the invoice and order into a canvas bag and throws the bag into one of the two hampers marked for regular or special work. The customer gets a stub from the first invoice sheet as her receipt. The marking department in this plant is

separate, a few feet back of the counter.

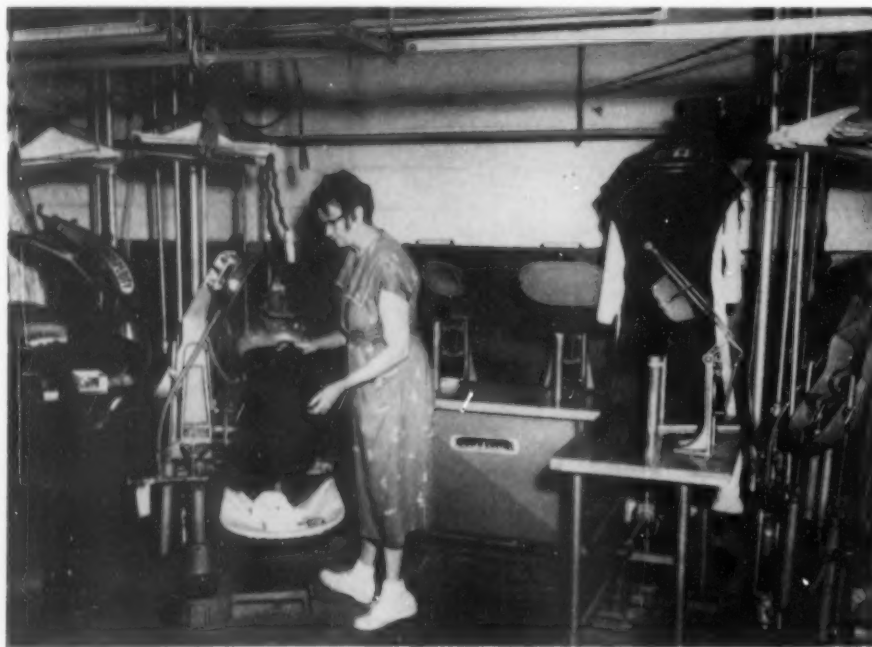
From the hamper the bags go into a marking hopper where the marker lists and totals the invoice and tags the pieces. Listing is simple as no garment color designations are noted. Preprinted strip tags are used, with red reserved for special orders and green reserved for press-only's. As Birmingham's household volume is not high, household is run in with the lots. In all, 15 different colors are used to identify lots.

A lot consists of 50 multiple-piece orders (the strip tags come in sets of 50 for each color, with a maximum of five tags per order) and as many single orders as are marked in with the 50 multiples, taking the orders as they come. Singles are identified by the "9" series in each lot color. This results in lots which vary in size from about 59 to as many as 84 orders, but the piece count will not vary as much as if the lot consisted of a straight 50 orders, singles included.

Tags are attached by staple, with the tag so positioned that no external part of the garment can be damaged. An electric stapler is used. These tags, by the way, are removed by the bagger and are placed in a pocket or over the hanger of the piece.

Tags not needed in the order are attached to the first copy of the invoice. When a lot is complete, invoices are arranged in tag number sequence and sent to the assembly section.

Marked work moves by hamper to



**SILK UNIT** is extremely compact and very versatile. Press buck serves as ironing board



# Are You Prepared to Sell?



Noticed a slight drop in volume? A few percentage points? Not serious? It'll come back in a month or two?

Don't fall into that dangerous thought pattern!

Competition in the Industry is getting keener. Quality is getting better—and that means that the customer has a wider field to choose from.

That's why Emery is featuring material to teach the route salesmen and counter salesgirls of all Sanitone Licensees how to sell better—to go out after the business instead of waiting for it to come to them.

In the months to come, the process differences beginning to level out. **SELLING WILL BE YOUR BIG FIELD OF OPPORTUNITY.** Investigate the Sanitone Program—Get better cleaning and learn how valuable these sales tools can be to you.



## Sanitone

### DRY CLEANING SERVICE

A Division of Emery Industries, Inc. • Carew Towers • Cincinnati 2, Ohio

November, 1954

## SANITONE LICENSEES PREPARE FOR HARD SELLING AHEAD

### Another Sanitone "Extra"— Complete Sales Training Program

Aggressive personal selling is the strong point in the operation of the Sanitone Licensee! That's because he has available for him sales training aids to teach his route salesmen and counter salesgirls how to go after that extra business:

- A complete series of Sales Training Manuals, written from the route salesman's viewpoint.
- A monthly magazine, **SALES REVIEW**, digests the best in recent articles and speeches on selling methods.
- A collection of sales contests for routes, stores and entire plant, revised periodically.
- A Sanitone Engineer qualified to lead plant sales meetings.

Sales Training is just a part of Sanitone's Program for Profits. The route salesman who sells Sanitone Service is backed by a National Advertising Campaign that has made "Sanitone" a Brand Name familiar to housewives everywhere. He is backed by a hard-hitting local advertising campaign run by his boss. He sells a service that resells itself—because quality is noticeably better, time after time.

If you'd like to learn more about Sanitone, why it's better, why it costs no more (less than the so-called "super charge" properly used), write for information.

**SPLIT RAIL** is used to assemble multiple-piece orders. Singles go straight on through. Straggler rail is at far left. Note pockets in inspector's apron in which finishers' rings are collected



the cleaning section. One girl handles the cleaning, tumbling and a good part of the spotting. When necessary, a "swing" girl helps her finish the spotting for a lot. Silks are prespotted, too. After they are spotted, all garments are hung on hangers with the exception of trousers, skirts and children's garments, which are draped over special hooks hung from the slickrail. Each hook holds 15 pairs of trousers or the equivalent. Pants are hung over the hooks in such a way that the garment is positioned for the first topping lay.

At this point the inspector or superintendent steps in and sorts the load for the various finishing units. First come ties and belts, then silks, then coats, then pants, and finally miscellaneous items. Thus the entire lot, or at least most of it, can be pushed

up the line at once and the work for each finisher can be shunted off onto the finishing unit feed lines without backtracking.

Birmingham has five units set up, but only four are now in use. A fifth finisher will probably be added shortly. The first two are identical silk units. The setup is U-shaped with a table of two puffers at the right (sleeve and acorn), a second puff table at the rear (mushroom and heart) and a left-hand offset press with steam iron at the left. So equipped, this unit can handle anything except wool coats and trousers. The buck of the press is used as the ironing board.

The third unit is the trouser unit consisting of a topper, 41-inch utility press, and a puff. The fourth unit, which is not used at present, is a

coat unit, and includes a utility press, a steam-air finisher and a shoulder puff. The fifth unit is a combination affair with a utility press, steam-air finisher, mushroom press and puffer.

These finishing units provide a lot of flexibility. When one operator finishes her portion of the lot, she helps out with the unfinished pieces until the lot is complete.

#### Inspection Procedure

Each finisher is provided with a supply of plastic rings, a different color for each operator. When a piece is finished, she places one or more rings over the hanger hook. A single pair of trousers or a single jacket is worth one ring. A plain dress gets two rings. A complicated wedding dress might be worth 20 rings. The system works out so that the finisher gets



**STRATEGIC LOCATION** at intersection of Woodward and Adams enables plant to operate on counter volume alone—no other stores, no trucks, no wholesale. Four coolers visible on roof keep entire plant comfortable

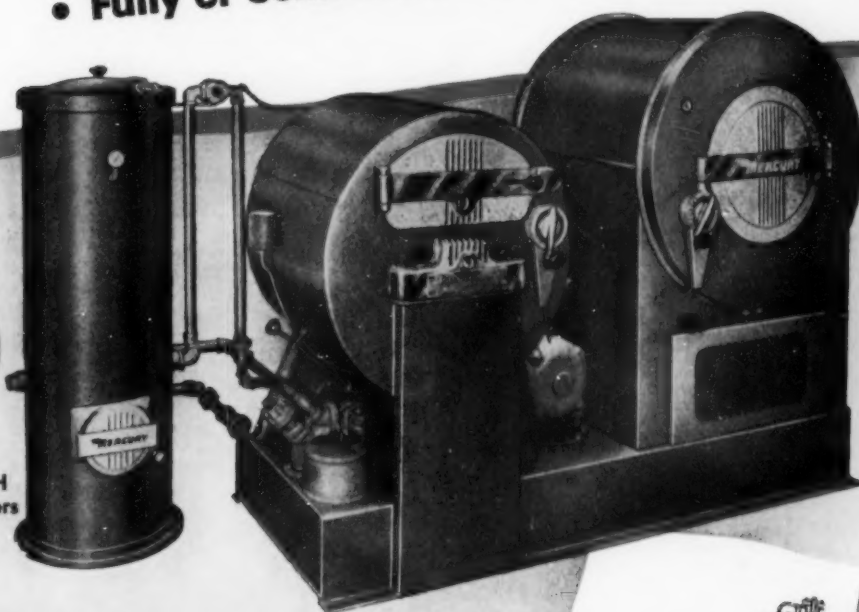
## A COMPLETE DRYCLEANING PLANT

# COMBINATION WASH-EXTRACT

- Ideal for TWO-BATH Method
- Fully or Semi-Automatic

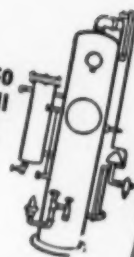


1500 or 2000 GPH  
Monel Tubular Filters  
Optional at  
added cost



**THE MODERN PETROLEUM UNIT:** includes 36-pound dry weight combination washer-extractor, 36" x 30" tumbler, eight plate 1250 GPH filter (with back-wash), storage tank, piping and pump. Investigate the Mercury—ask any of its 4000 Successful Owners in U. S. A.

**Mercury 50  
G.P.H. Still**  
(optional at  
added cost)



1. U/L approved for your protection
2. Designed for \$1000.00 weekly volume
3. Uses low-cost Petroleum Solvent
4. Precision-built for long life
5. Economical to operate
6. Produces highest quality cleaning
7. 800 R.P.M. extraction, saves solvent
8. Requires small floor space
9. Experienced help not needed to operate
10. No other tanks, or piping, required

ALSO AVAILABLE  
IN LARGER  
48-LB. SIZE



**MERCURY  
CLEANING  
SYSTEMS, INC.**

1817 BENSON AVE.

• EVANSTON, ILLINOIS •

TELEPHONE DAVIS 8-0710



This Solvo-Miser 75 is the latest addition to Hoyt's well known line. With this 75 lb. capacity (dry weight) unit Hoyt now offers the most complete line of reclaimers — there's a Solvo-Miser for every requirement — from the smallest shop to the largest cleaning establishment. For full information, write Hoyt Manufacturing Corp., Westport, Massachusetts.

# HOYT

HOYT MANUFACTURING CORP. WESTPORT, MASS.



DRYERETTE



WESTPORT



G.F.D. DRYER



SOLVO-MISER

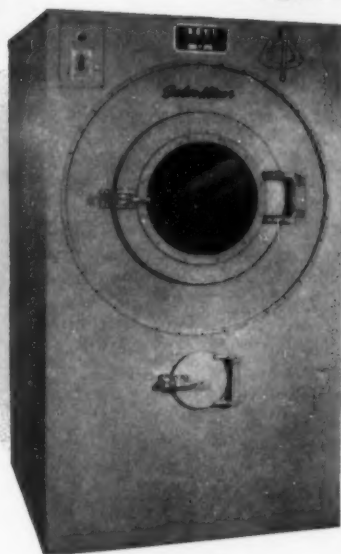


BIG BERTHA

NATIONAL CLEANER & DYER



# yes THIS SOLVO-MISER IS *SUPER FAST*



"Nothing compares with this new Solvo-Miser"—  
— the pace setter in extremely fast reclamation.  
It cuts reclaiming cycle up to 50%. It combines  
all the timesaving features discovered by today's  
extensive research. It keeps pace with the cycle  
of any drycleaning machine on the market!

**It's a labor saver, too!**  
— See these PLUS features:



**Automatic Control Saves Operator Time**

Set the timer and forget it. Drying and reclaiming cycle automatically completed, machine shut off, and operator notified. Permits faster rescheduling.



**Lint Trap Cleaned in 45 Seconds**

Keeps your Solvo-Miser clean—a must for fast, efficient reclamation and low maintenance.



**Condenser Coil Cleaned Without Removal**

Rarely needs cleaning because convenience and speed of Lint Trap makes operation almost lint-free.

**Ask our distributor in your territory.**

\*Statement by nationally prominent executive in cleaning industry (name on request).



# HOYT *Solvo-Miser*

HOYT MANUFACTURING CORPORATION • WESTPORT, MASSACHUSETTS

one ring for every 25-cent increment over the base selling price of \$1.50.

As the inspector passes a garment, she removes the plastic ring and drops it into a special pocket in her apron. There is a pocket for each finisher's rings.

When finished, the garment is hung on the finished-work line. At intervals the inspector pushes the finished work to her station. If the inspector passes the garment, it is shoved along a couple of feet to the assembly splitting. If further touch-up is required, the garment is returned to the finisher. If a respot or reclean is called for, the plastic ring is returned to the finisher and the piece goes back to the cleaning section. Such pieces receive a red cloth marker and are from that point on treated as specials so that the lot will not be delayed any longer than necessary.

As used here, the system requires that each finisher be extremely critical and fussy about her work. As she gets credit only for work that passes inspection, it is definitely to her advantage to take an extra second or two in making sure that the piece will pass inspection for the first time. Rejects that come back for touch-up slow her down. If she picks up a piece that has not been properly spotted or cleaned, she immediately hangs it in a marked-off section of the hanger line without finishing it. The inspector returns the unsatisfactory piece to the cleaner-spotter. If the cleaner-spotter is not keeping her mind on her business, the finishers get after her because she is slowing down the lot.

A word on the slickrail system. All fittings are welded and all lines are color-coded as follows:

Orange—garments to be finished  
Silver—finished garments  
Tan—repair  
Blue—touch-up needed  
Green—for empty hangers  
Red—don't hang. Garments hung in red areas would impede the flow along through lines passing nearby.

Each operator's feed line is continued across the unit almost to the finished line. Where the line passes above her press it is used for empty hangers. At the end near the finished line it is divided into sections, each of which is colored to indicate repair, touch-up or spot-backs. The inspector places garments on this divided section, or removes garments from it, as the case may be.

At assembly, single orders identified by the "9" on the tag go straight through without being hung. Single-piece invoices are kept separate for



OWNER Harold Kalbfleisch (left) and manager Tom Walker find that close control of quality and costs is greatly simplified by new system

fast processing of these orders. Multiple-piece orders are assembled and bagged in the conventional system.

The call racks are uniquely designed and make possible a space saving of 30 percent over the usual call-line arrangement. This rack system takes advantage of the fact that about a third of the bagged orders are short—that is, they do not include a long coat or dress. Hence the racks are arranged with a single regular-height line, a double (upper and lower) line, a single, and so on. The top line of the double rack is about a foot higher than the top of the single.

In addition, each line is separated into sections by metal pegs welded to the top of the line at intervals of about a foot. Each section is numbered. When the girl hangs the bagged order, she places it in the nearest empty space, notes the rack and section number on the first copy of the invoice, and places the invoice in an alphabetical file at the front counter. Instead of having to paw through 20 or 30 orders to find each order, she knows that it will be one of three or four orders in a specific section.

#### The Incentive System

Birmingham's incentive system and production controls do not correspond exactly with those advocated by Mr. Elrod. Since standards, base wage rates and prices vary, no single hard-and-fast system would fit every plant. Birmingham's system retains some features from that formerly used.

Here is an example of how the system might work out for a wool finisher. Round numbers are used for easy figuring. The base price is \$1.50. The presser is entitled to 10 percent of sales, so she gets 7½ cents per piece (7½ cents for each of the two pieces in a man's suit make 15 cents

or 10 percent of \$1.50). She is guaranteed a minimum wage of \$1.50 per hour. Her standard is 20 pieces per hour (\$1.50 divided by \$.075). If she fails to produce 20 pieces, she is costing the company more than she is producing and the superintendent promptly checks up. For every piece she produces over 20, she gets the same 7½ cents.

The system differs from a straight piece rate in that a minimum wage is guaranteed. The budgeted 10 percent finishing cost is the key to the system.

The marker, inspector and assembler are also paid at a rate that provides them with 2 percent each of total sales. The cleaner-spotter is paid by the number of pounds processed, but shares in the indirect incentive that the salesgirls and other nonproductive employees receive. A standard sales week has been determined by averaging weekly sales for the last year or greater portion of a year. If a week's sales exceed this average week, 5 percent of the excess is divided among the nonproductive people on a pro-rata basis.

Weekly and daily records kept by Manager Walker include number of invoices per lot, poundage per lot, pieces per lot, sales per lot and cost per lot. With these figures he can quickly spot and cross-check any costs that seem to be getting out of line.

Birmingham can now put through a lot in two hours without any strain. Tom Walker says that he now has plenty of time to attend to the management aspects of his job instead of devoting most of it to the presses, the cleaning unit, and the complaints of customers who wanted their orders and couldn't get them when promised. And Harold Kalbfleisch—until the present system he wasn't even sure he was in the right business. Now there's no question in his mind. # #

(More on page 48)

# We asked these men why they picked **PRESSTITES**



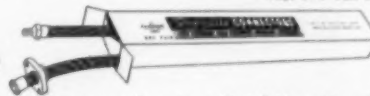
**CHIEF ENGINEER** Arthur Bouza of Rand Stores, Inc., 4201 Ave. H, Brooklyn, N. Y., said, "All the presses in our plant are equipped with American Presstite® Connectors. We finally decided on Presstites because we found they stay 100% steam-tight even after millions of flexings. We have less downtime and spoiled work. And our floors don't get wet and slippery. There are no leaking steam lines with Presstites. Presstites are easy to install, too, go on in minutes. We keep extra pairs on hand for emergencies."



**LAUNDRY AND DRY CLEANING SUPPLY JOBBER** Nathan Malter, Quality Rubber Co., 1080 Broadway, Brooklyn, N. Y., said, "I stock American Presstite Connectors for three reasons. One, they're a quality product . . . customer complaints are few and far between. Two, there's a Presstite for every modern press made. And three, I get fast delivery from the factory. That means I can give my customers — like Art Bouza of Rand Stores, Inc. — the kind of service they want."

54241  
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## **AMERICAN** Presstite Connectors an **ANACONDA®** product

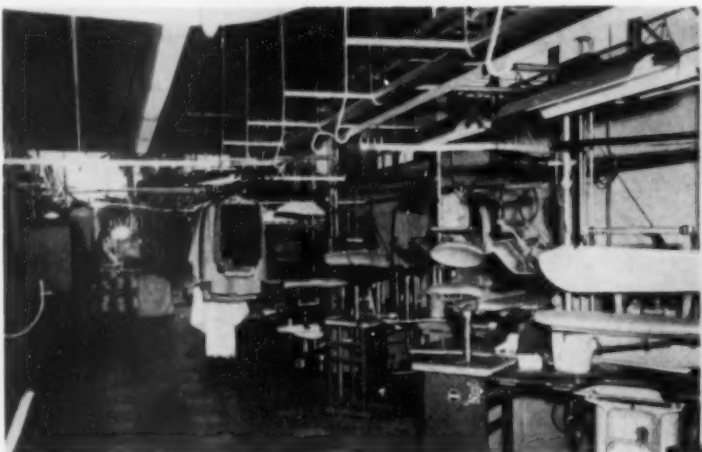


**FREE BOOKLET!** Write today for Bulletin L-240, with selection chart, to: *The American Brass Company, American Metal Hose Branch, Waterbury 20, Conn.* In Canada: *The Canadian Fairbanks-Morse Co., Ltd.*

## Small Plant Uses Same Basic System



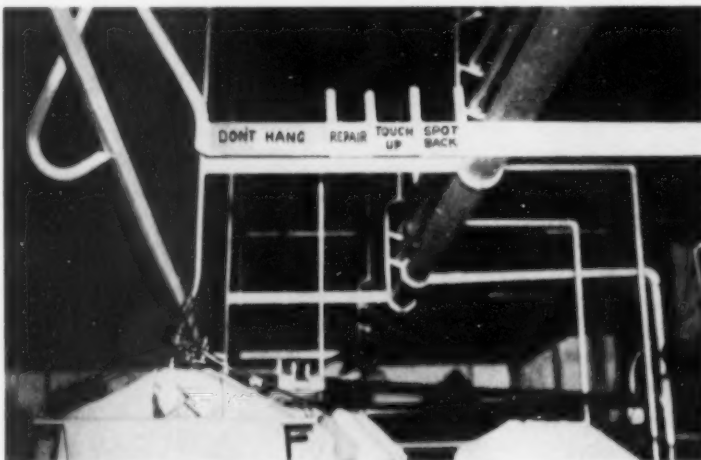
**SIDE VIEW** of counter, attended by Miss Williams, shows how canvas bags are held. Grommets of bag tops fit over two projecting rods. Counter girl places order and invoice into bag, then puts bag into metal marking hopper against rear wall. Garments are tagged at hopper



**WORK FLOWS** to finishers along right wall, through units, and inspection and assembly at front finished line on which garments at center are hanging. Note neat arrangement of overhead piping. Slickrail and piping supports are all welded

*Hilton Cleaners at Hilton Road and Ten Mile, just north of Detroit, operated by Jack Williams, is typical of the smaller plants using Cecil Elrod's system. With three finishing units and a base price of \$1.45, it is geared for a \$1,000-\$2,000 volume. The plant has been open only since August, so before-and-after comparisons cannot be made. However, Mr. Williams formerly operated a much larger plant and considers his present setup far better than anything he has worked with before. His volume has climbed steadily and should reach capacity before long.*

**BUILDING** and equipment cost about \$50,000. Construction is modern and simple. Vertical projection toward rear is garment-storage room



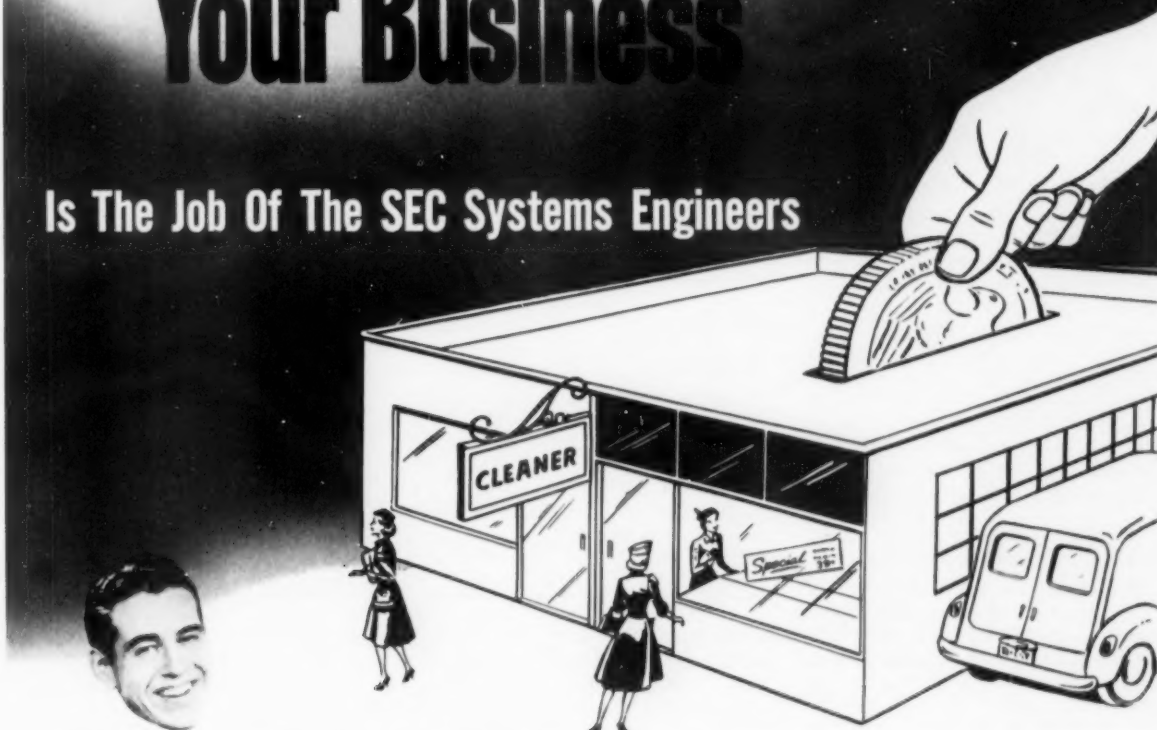
**SPACE IS PROVIDED** at each finishing station for hanging of items that require extra handling. Inspector is responsible for seeing that repair, touch-up and spot-back pieces are handled promptly. Spaces are designated by special colors (lettering retouched here for easy identification)





# Putting Profits Into Your Business

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The SEC Systems Engineer is a man it pays to know. His job is to assist you in obtaining the highest production and profits from your cleaning operation.

Whether you are concerned with management, merchandising, production or equipment problems it will profit you to know the SEC Systems Engineers. They are trained and experienced in *all* phases of the complex drycleaning industry.

Why not have a talk with the SEC Systems Engineer in your town. He will be able to suggest ways of increasing your efficiency, production and profits. In any case, it costs you nothing . . . nor are you under any obligation. Just drop us a postcard.

## YOUR SEC SYSTEMS ENGINEER CAN HELP YOU WITH THE FOLLOWING:

- Cleaning Systems from 100 to 500 lbs./hr.
- All Types of Allied Equipment
- Spotting Procedures
- Store Location and Layout
- Production Flow Systems
- Management, Merchandising Aids
- Legal and Financing Data
- And in Many, Many Other Ways



## SEC CLEANING SYSTEMS

SEC-o-matic Corp., 55 La France Ave., Bloomfield, N.J.

A SUBSIDIARY OF

GENERAL PRECISION EQUIPMENT CORPORATION

# Industry Gets Five-Star Rating

Optimistic view of 1955 drycleaning sales indicates expanding market for equipment

By **PETER B. B. ANDREWS**

*Supervising Economist  
Future Sales Ratings*



THE MAJORITY JUDGMENT of the Board of Analysts of Future Sales Ratings is that the gross consumer expenditure for drycleaning service in 1955 will substantially exceed that of 1954.

Consensus of the Board's estimates visualizes the drycleaning expenditure total for 1955 at a new all-time high, up 3.2 percent over the 1954 expenditure. This projected gain is based on dollar computations and assumes no intensification of war threats and a comparative stability in price levels.

## Top Drycleaning Sales Seen

Reflecting this optimistic view of 1955 potential expenditures for drycleaning, the Board has assigned a future sales rating of five stars for this industry for 1955. The five-star ratings are the highest any industry can get. Drycleaning is also given a size rating of "E", signifying that the industry accounts for consumer expenditures of between \$1,000,000,000 and \$2,000,000,000.

With the prospect this favorable, the consensus of the Board also is that a comparatively good year for drycleaning equipment sales is ahead, with the reservation that promotion must be greater to take advantage of the 1955 sales potentials in this field.

## Equipment Sales Potential Up

Bulwarked by an ingenious and extensive enough advertising and selling campaign in 1955, the drycleaning equipment industry could reasonably attain sales of approximately \$36,350,000. That would be a gain of \$2,250,000, representing a potential 6.6 percent rise over the \$34,100,000 total sales of drycleaning equipment estimated for 1954.

These figures are broken down into six categories, following exactly the lines of the last Census of Manufactures made by the U. S. Government.

The estimates for 1954 and the sales potentials for 1955 are indicated as follows:

	Estimated 1954	Sales Potential 1955
Drycleaning units (synthetic and petroleum) . . .	\$6,200,000	\$6,700,000
Washers . . . . .	3,800,000	4,150,000
Extractors . . . . .	2,200,000	2,350,000
Tumblers . . . . .	2,900,000	3,100,000
Finishing equipment . . . . .	8,800,000	9,250,000
Miscellaneous (parts, accessories and attachments) . . . . .	10,200,000	10,800,000
	<b>\$34,100,000</b>	<b>\$36,350,000</b>

The original base for these figures is the soundest available, the U. S. Government Census of Manufactures, which effected in 1947 a complete coverage of the commercial laundry and drycleaning machinery manufacturing industry. The breakdown of the figures follows scrupulously the standard industrial classification breakdown of the Government for the commercial laundry and drycleaning machinery manufacturing industry. No other breakdowns are available.

The term "Miscellaneous" is part of the Census standard classification as carried in the Census of Manufactures. The Government does not break out this category of miscellaneous equipment, since it comprises in the main parts, accessories and attachments.

## Survey Method

As this survey was conducted, the Census classifications were followed and the Board of Analysts of Future Sales Ratings was asked to estimate within these classifications the sales for 1954 and the sales potentials for 1955. This Board consists of more than 300 economists, marketing and

research men, both in Government and in private industry. This panel has been forecasting under the writer's supervision the sales potentials for the 110 leading industries of the United States for the past 20 years. The result over the years is a commendable one, with an outstanding record of 86 percent accuracy. Tables of these ratings appear quarterly in *Sales Management* magazine.

The group comprising this Board was surveyed separately for a consensus of judgment on the sales potentials for the drycleaning industry and the drycleaning machinery equip-

ment industry. Estimates were requested against the official 1947 Census of Manufactures base. The average of all estimates for 1954 then comprised the estimated sales for 1954 and the average of all estimates for 1955 comprised the sales potential for that year.

These data are estimates purely, but they derive from a thoroughly sound base and represent the analysis of an experienced and successful forecasting body. They are particularly valuable in being the only available figures of their kind and in indicating what the drycleaning machinery manufacturing industry might be able to do in the future, subject to the reservations indicated. Naturally, too, the estimates are qualified by the effect of unforeseen circumstances which are normally concomitant with all economic forecasting endeavor.

## Basic Conditions Favorable

The primary consideration in the Board's thinking is that the basic background is favorable for sales expansion in 1955. The Board expects gross national product, representing the total value of all goods and services in the United States, to exceed



Chisholm's pressers relax while turning out 10 to 20% more garments per hour on the new Butler Air Press.



New Butler Air Press is in keeping with streamlined motif of Chisholm's efficient plant.

#### You Get All of These PLUS Features In a BUTLER Air Press

- Handy, Table-Level Head-Operating Bar
  - Vacuum Head Release for Quick Drying
  - Adjustable Air Regulators for Controlling Head Speed
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  - Famous Westinghouse-Bendix Air Cylinder
  - Hardwood Table with Curved Backboard
- Call your Butler salesman and ask him for full details on the Butler Air Press. Or write direct to Butler for complete information.

# "49 skirts or 51 sweaters in one hour with a new BUTLER Air Press"

Mr. M. R. Williams,  
Chisholm's Cleaning  
& Shirt Laundry,  
Kansas City, Mo.



"I thought I needed new glasses after seeing the extra, quality-finished garments my pressers turned out when they switched to using our new Butler Air Press. So, I decided to try it myself," says Mr. Williams.

*"In one hour I pressed 41 skirts. This included some pleated skirts. It was amazing!"*

"The new Butler Air Press has the fastest, smoothest head action I've ever seen. It's terrific! The handy, finger-touch air-operating bar at table level sure is a 'natural' for eliminating waste motion. That goes, too, for the double-action pedal which releases the head and applies vacuum for quick drying.

"We have two other presses in our shop and my pressers practically fight for a chance to work on the new Butler Air Press. You can't blame them. They are able to turn out enough extra garments to make up to 44 cents more per hour under our incentive plan. And they hardly strain a muscle."

**No Matter What Cleaning Equipment You Need—CALL BUTLER FIRST**



## BUTLER MANUFACTURING COMPANY

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Manufacturers of Oil Equipment • Steel Buildings • Farm Equipment • Dry Cleaners Equipment • Special Products  
Factories located at Kansas City, Mo. • Galesburg, Ill. • Richmond, Calif. • Birmingham, Ala. • Minneapolis, Minn. • Houston, Texas

Recovery in 1955 from the drop in drycleaning equipment sales, which has been apparent to machinery manufacturers during the past year or two, is forecast in this report of a just completed economic survey.

***The forecast is based on these factors:***

*Anticipated sales growth in drycleaning industry.*

*Optimistic view of general economic background.*

*Tax revision and other Government actions—freeing funds for business growth; promoting easy credit.*

*Return of competitive conditions—need for more efficient operation leading to greater investment in new equipment.*

***The report recommends:*** *Greater advertising and selling efforts by drycleaning equipment industry to take advantage of its 1955 sales potential.*

The report summarizes judgments of the Board of Analysts of Future Sales Ratings, a group of over 300 economists, marketing and research men, with a 20-year record of accurate forecasting of sales potentials in leading industries.

substantially the gross national product of 1954. The financial condition of the economy generally is strong, emphasizing the favorable potential buying power. Working capital of American corporations now is at an all-time high, exceeding a \$91,000,000,000 aggregate, with current assets more than double current liabilities.

The drycleaning industry itself is considered to be in good condition, reflecting the expansion of this business as population has grown and as consumers have improved their finances over the years. The Board stresses in the fundamental analysis bearing on the economic future of the drycleaning industry that consumer purchasing power is at high levels as to both current income and savings. Consumer spending is at a record high and consumers, in the Board's view, now have more confidence about the future than for some time.

***Influence of Government Actions***

Federal action, moreover, has effected easy borrowing conditions. Money and credit are ample, and tax relief has aided corporate and individual earnings. Tax revisions have liberalized depreciation allowances which encourage capital expansion and investment of private funds. Bil-

lions, therefore, are now freed for business growth.

Close to peak levels in plant and equipment expenditures have been maintained over-all in the economy this year. New records are being attained in construction outlays—residential as well as industrial. An enormous work backlog exists in needed highways, schools, sewage and sanitary systems, prisons and numerous institutional buildings.

Also of material note is the fact that, while recent economic activity has been at a high level and the value of the dollar has been stable, the increase in wages, which is one of the principal expressions of the progressiveness of the American economy, has continued.

There is general optimism in the Board about future prosperity, and financial markets have been reflecting optimism of this type in a great show of bull-market strength. No indication of disarmament, moreover, means continued stimulus to the economy through armament spending.

***Drycleaning Industry Keeps Growing***

The past rate of growth of the drycleaning industry has been impressive indeed. Although no later official

figures are available than 1948, it is felt there has been no slowing down in the rate of growth. The number of cleaning plants more than doubled during the period 1939 to 1948, increasing from 11,604 to 24,017.\*

The consumer steadily becomes more drycleaning-conscious. The ever-existing moth menace and ceaseless publicity on the subject in women's pages of magazines emphasize the importance of the drycleaning industry. The public has been educated, too, to feel that spots on clothes are in bad taste, while also shortening the life of garments and encouraging moths. There is no indication that the popularity of service establishments for clothes will not increase.

***Competition Calls for Replacement***

In the final analysis, the Board notes that replacement of many types of equipment, including drycleaning equipment, has been at a very low rate in recent years. Much of the equipment which was already overage at the end of World War II is still in service. Relatively inefficient facilities have been continued in operation because they were needed to satisfy the demand for service and because, given the pressure of that demand, the prices charged could be high enough to cover the cost of operating the inefficient equipment. With the return, as at present and in 1955 as anticipated, of keen competitive conditions, there is again a strong incentive to reduce costs by replacing such equipment.

An important factor mentioned by the Board as favoring larger equipment outlays in 1955 is the likely greater ease of financing. In recent years less than 25 percent of the total equipment expenditures came from borrowings, with the remainder coming out of earnings. This plowing back of earnings has been extremely large and it will continue to be substantial, but it will be supplemented by easier financing, more outside borrowings.

All the foregoing factors represent the basic line of reasoning by which the Board of Judges of Future Sales Ratings arrived at the conclusion that the drycleaning industry sales prospects merit a five-star rating among the 110 leading industries of the U. S. Considering the tremendous importance of the drycleaning industry in the nation's economy, it is doubly pleasant, then, to record the fact that this majority authoritative estimate says that the sales potential looks excellent for 1955. # #

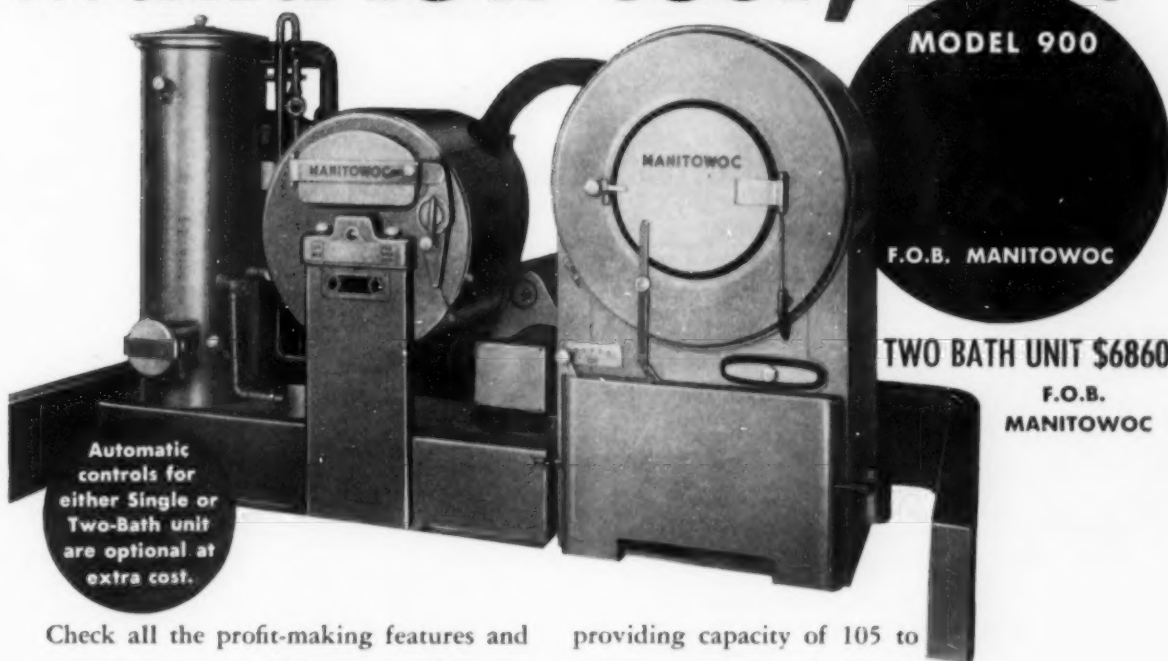
\* A more recent estimate of number of cleaning plants, sales, and type of equipment was published by the Bureau of the Census after this survey was made. It will be discussed in our December issue.—EDITOR



# All this

- ✓ 105-120 lb./1 hr. capacity
- ✓ continuous distillation
- ✓ continuous filtration
- ✓ double drum design
- ✓ fast, safe, economical

## ...and low cost, too!



Check all the profit-making features and advantages of the Maniowoc "900" and then take a look at that low price tag — it adds up to the best buy in the dry cleaning industry!

Fast, easy to operate — the "900" is the talk of operators everywhere. They go for the dual-drum design — one drum washing and extracting, the other reclaiming and drying —

providing capacity of 105 to 120 lbs. per hour! Continuous distillation and filtration assures clean, fresh solvent—a must for quality cleaning! See these superior features and more — see Maniowoc before you buy your next dry cleaning unit!

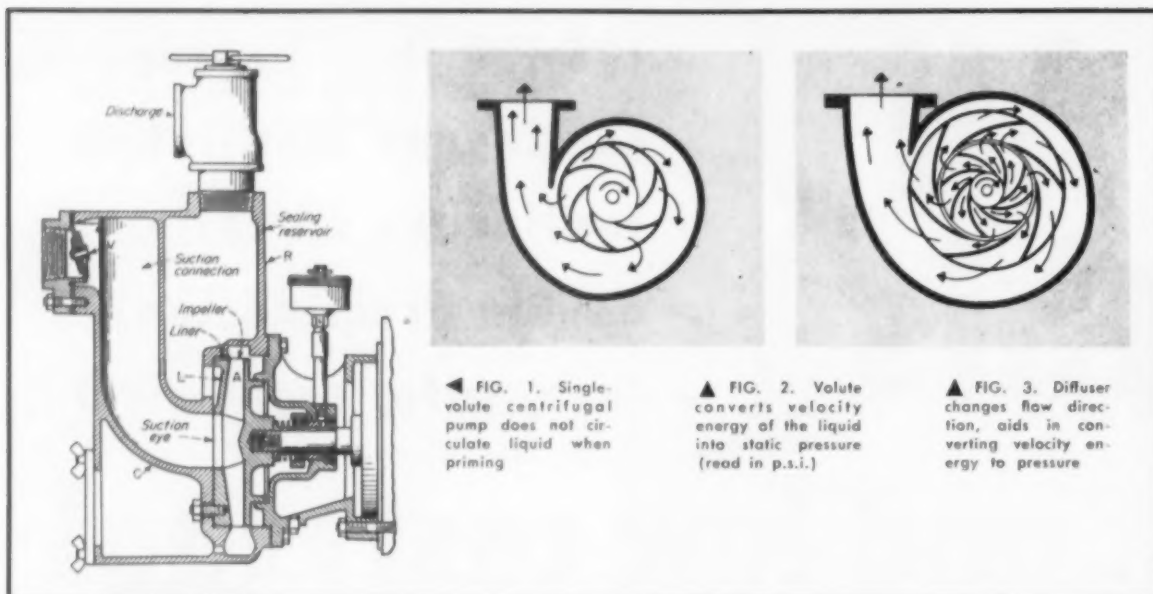
### **Mani**

*Synthetic*

PERCHLOR DRY CLEANING UNIT

MANITOWOC ENGINEERING CORP

MANITOWOC, WISCONSIN



◀ FIG. 1. Single-volute centrifugal pump does not circulate liquid when priming

▲ FIG. 2. Volute converts velocity energy of the liquid into static pressure (read in p.s.i.)

▲ FIG. 3. Diffuser changes flow direction, aids in converting velocity energy to pressure

## The Role of the Pump in The Drycleaning Plant—PART II

THE CENTRIFUGAL PUMP is the most widely used general-purpose pump in all industry. And the majority of centrifugal pumps built in the United States today are the volute type (Fig. 1). The workings of this class of pump are simplicity itself.

The simplest explanation we know of a centrifugal pump's action is to compare it to the effect you get if you partially fill a bucket with water and then whirl it at arm's length in a great circle. The water pushes against the bottom of the bucket with a force known as centrifugal force. If you were to punch a hole in the bottom of the bucket the water would squirt out under the action of this force.

### Centrifugal Pump Design

This is exactly what happens in a centrifugal pump. The water enters the center of the pump (Fig. 1), rolls out the impeller blade, and is thrown against the casing with considerable force.

By **JOSEPH C. McCABE**

From this point on centrifugal pumps can follow a number of different designs. For example, Fig. 2 is a side view of a simple *volute* type like Fig. 1. In this design the impeller discharges into a progressively expanding spiral casing, proportioned to gradually reduce liquid velocity. This expanding spiral is called a volute. In this way the speed of the flowing water is converted to pressure head in the volute. The assembly of all the impellers in what looks like a cage is in fact known as a runner.

The *diffuser* type centrifugal pump, Fig. 3, is a little more complicated. With it, stationary guide vanes surround the runner of Fig. 2. These guide vanes form slightly expanding passages between the runner and the pump casing. They change the direction of the water leaving the runner gradually and then discharge it

into the volute for final change to pressure head.

There are still a number of possible arrangements and combinations that can be produced by varying the shape of the pump casing or locating the runner in the dead center of a truly round casing. But each variation produces a difference in the operating performance of the final pump.

These many variations are what make centrifugal pumps so widely used. Table I gives some indication of the range and application of these pumps.

One more word on basic fundamentals. If you'll look back at Fig. 1, you will note the section marked "suction eye." This is the center point of the pump where the water flows in. As we mentioned earlier when we were likening a centrifugal pump to a whirling bucket, the water flows out to the end of the impeller. In so doing it creates a suction at the center and more water rushes in. This is thrown out and, as you might ex-

... a revolving form

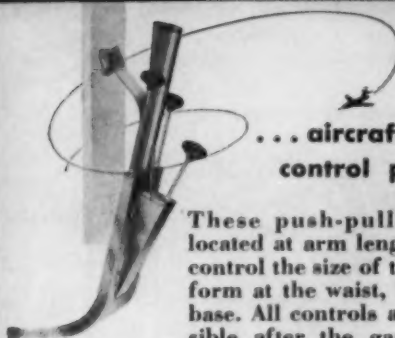
This enables the operator to inspect the back of any garment without changing his position.



# The *Adjusta-Form*

the greatest achievement  
in finishing

with multiple MAJOR improvements



... aircraft type  
control panel

These push-pull knobs, located at arm length level, control the size of the nylon form at the waist, hips and base. All controls are accessible after the garment is placed on the form.

... adjustable  
shoulders

Will handle children's garments down to size 3 or shape the shoulders of the largest man's coat. Dresses with extra small waists slip on and off the form with the greatest of ease.



model P-2



The greatest finishing aid ever developed for the dry cleaning industry was the original Adjusta-Form. Now, going into plants everywhere, is the Model P-2 Adjusta-Form. This completely new machine handles more garments, is easier to operate and

**plus**

Height has been lowered for easier loading. No condensate pail to empty. Less floor space. New, easy-to-operate front and back clamps. Only one foot pedal means less foot work. Streamlined and beautified base. Solenoid valve is located on outside of machine. Polished aluminum neck for garments with high or low collars.

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offers better quality. The one thing not changed is the basic principle that sold more original Adjusta-Forms than all other steam-air finishers combined. See your Adjusta-Form jobber for a personal demonstration of the new model P-2.

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**Table I—Pump Applications in Present-Day Practice**

	Centrifugal		Rotary	Reciprocating		
	Volute and diffuser	Axial flow	Screw and gear	Direct-act.	Double-act.	Triplex
Discharge flow	Steady	Steady	Steady	Pulsating	Pulsating	Pulsating
Usual max. suction lift, ft.	15	15	22	22	22	22
Liquids handled	Clean, clear; dirty, abrasive; liquids with high solids content		Viscous, nonabrasive	Clean and clear		
Discharge pressure range	Low to high		Medium	Low to highest produced		
Usual capacity range	Small to largest available		Small to medium	Relatively small		
How increased head affects:						
Capacity	Decrease		None	Decrease	None	None
Power input	Depends on specific speed		Increase	Increase	Increase	Increase
How decreased head affects:						
Capacity	Increase		None	Small increase	None	None
Power input	Depends on specific speed		Decrease	Decrease	Decrease	Decrease

pect, is followed by more, and we have the steady discharge characteristic of centrifugal pumps.

### Pump Performance

Unlike positive-displacement pumps (rotary and reciprocating), a centrifugal pump operated at constant speed delivers any capacity from zero to a maximum, depending on head, design and suction conditions. Characteristic curves (Figs. 4-7) show interrelation of head, capacity, power and efficiency, for a specific impeller and casing.

It is usual to plot head, power and efficiency against capacity at constant speed, as above. But in special cases it is possible to plot any three variables against a fourth.

**Head-capacity curve** (Fig. 4), labeled H-Q, shows the relation between capacity and total head, and may be rising, drooping, steep or flat, depending on impeller type and

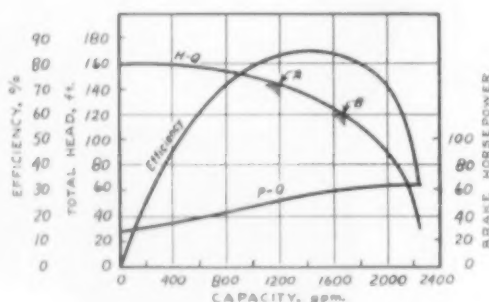


FIG. 4. Characteristic curves for a given impeller size and design show head, hp., capacity, efficiency

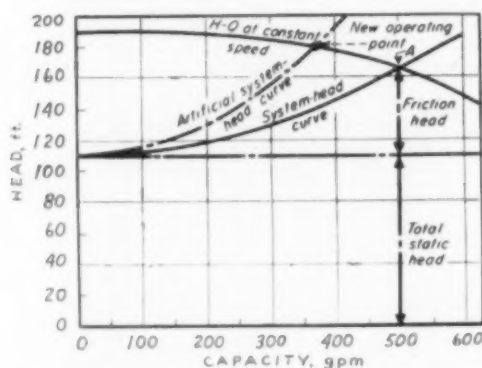


FIG. 5. System-head curve is valuable tool for studying a given installation and hookup of its equipment

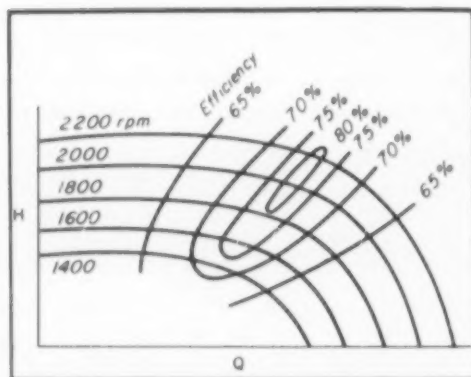


FIG. 6. Variable-speed head-capacity curves correlate head, r.p.m., efficiency and the capacity of the pump

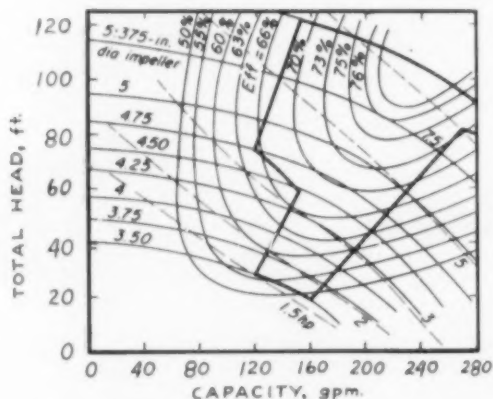


FIG. 7. Pump characteristics when impeller diameter is varied within same casing find much practical use



Ask your jobber for

*New Free-Flowing*

**FILT-R-FAST<sup>®</sup>**

for low pressure and clean solvent



All filter powders are not alike.

Filt-R-Fast is three-ways better because it's

- 1. KILN-FLUXED WITH SODA ASH** for surface slickness, speedy flow-rate at any soap concentration.
- 2. CYCLONE CLEANED** for uniform particle-size with a minimum of "fines" which means less filter plugging, lower pressure, longer useful life.
- 3. SNOW-WHITE AND SPONGY** which means clean solvent and low soap loss . . . with batch or charged-system.

Next time, tell your jobber's salesman you want to try economical-FILT-R-FAST . . . the super-speed filter powder guaranteed by the makers of MAGNESOL\*.

**YOU'LL NEED Magnesol TOO**

Keep separate-rinsing solvent sweet and clear. Use regularly as soap makers recommend.

Magnesol adsorbs the Fatty Acid brought in by the clothes in any charge or batch system. Use a little with every load.

Magnesol purges the goo and muck from any system. Give your plant a thorough purging every once in a while . . . to stop trouble before it starts.

\*MAGNESOL is the registered trade mark of Food Machinery and Chemical Corporation for its brand of Magnesium sulfate adsorptive powder, made by patented processes.

\*Trade Mark



**Westvaco Chlor-Alkali Division**  
**FOOD MACHINERY AND CHEMICAL CORPORATION**

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design. At A, head is 144 feet, capacity 1200 g.p.m. At 120-foot head (B) capacity rises to 1680 g.p.m.

**System-head curve** (Fig. 5) is obtained by combining friction-head curve with static head and any pressure differences in the pumping system. A **friction-head curve** is a plot of the relation between flow and friction in piping, valves and fittings in suction and discharge lines. Since friction head varies roughly as the square of the flow, a plot of it is usually parabolic. **Static head** is the difference in elevation between liquid levels of suction and discharge.

Superimposing the pump H-Q curve on the system-head curve gives

point A, the head and capacity at which the pump operates in that particular piping system.

Where a pump runs at more than one speed, a plot like Fig. 6 shows complete performance for a given suction lift. To obtain this chart, H-Q curves are drawn for the speeds being considered. Then curves of points having the same efficiency are superimposed. These **constant-efficiency curves**, also called **isoefficiency** and **oak-leaf** curves, permit finding the required speed and the efficiency for any head-capacity condition.

**Impeller diameter:** Our first set of characteristic curves (Fig. 4) shows performance for a specific impeller

diameter, usually the maximum diameter. But impellers of more than one diameter can usually be fitted in a given casing. The curves in Fig. 7 plot performance of a given pump with impellers of various diameters. The heavy line encloses the area of practical application of this particular design. Note how reduction in impeller diameter produces an effect similar to reduction in pump shaft speed in the previous curves. Tabulations of pump performance are made up by picking certain points from characteristic curves like those above.

#### Pump Drives

Probably every form of prime mover and power source, with some kind of transmission if needed, has been used for driving centrifugal pumps. Today, electric motors drive most centrifugals. But steam, gas and hydraulic turbines, gasoline, gas and diesel engines are also used.

Factors affecting drive choice include pump and driver r.p.m., service conditions, pump characteristics, availability and cost of power, physical details of the installation.

Electric motors for pump drive in the United States most often are full-voltage-starting a.c. units, although some d.c. motors find use. Generally, squirrel-cage motors are used, but synchronous and wound-rotor motors are also applied. We find that normal-starting-torque motors are entirely adequate for starting centrifugals, even with the discharge valve open. Starting torque from rest seldom exceeds 15-20 percent of normal operating torque. It is usually highest in a sleeve-bearing pump that has been idle for some time.

Overloading an electric motor is possible if pump horsepower increases with a change in capacity. In any case, pump characteristics should be carefully studied before the driving engine is selected.

**Variable-speed operation** of centrifugals offers many advantages where varying capacity, head, or both, is needed. Since pump operating condition is fixed by crossing of its H-Q curve with system-head curve (Fig. 5) the only way to alter the operating condition of a **constant-speed** unit is to change the system head by throttling. On many jobs it is more practical and economical to vary the pump speed.

An economic study is usually needed to decide between variable and constant speed for a given service. The power saving of variable speed may be more than offset by higher cost to be written off over the unit's life. In boiler-feed service, allow for useful heat from power losses of throttling. # #

## AVAILABLE NOW

an extra bonus with Exzyme,  
the superior digester,  
in the large economy  
size jar.

**PABST EXZYME**

*The World's Smoothest Writing Ball Point Pen*

**GET** this \$1.00 value for 50c with one Exzyme coupon or free with three Exzyme coupons. Look for the coupons in the Exzyme cartons. Guaranteed for one year against mechanical defects.

The pen writes without smear or smudge. It can't leak — the point retracts by a touch on the clip.

The ink is permanent, and won't transfer. Uses standard refills, and has large ink capacity. Sturdy all-metal mechanical parts. Fine for carbon copies. Makes a beautiful gift — no advertising on barrel.

Send to:  
**PABST BREWING COMPANY, Industrial Products Div.**  
221 N. La Salle St., Chicago 1, Illinois

Please print your name and address on reverse side.

**Valid in any state where prohibited, taxed, or otherwise restricted.**  
Good only in U.S.A. This offer expires March 31, 1955

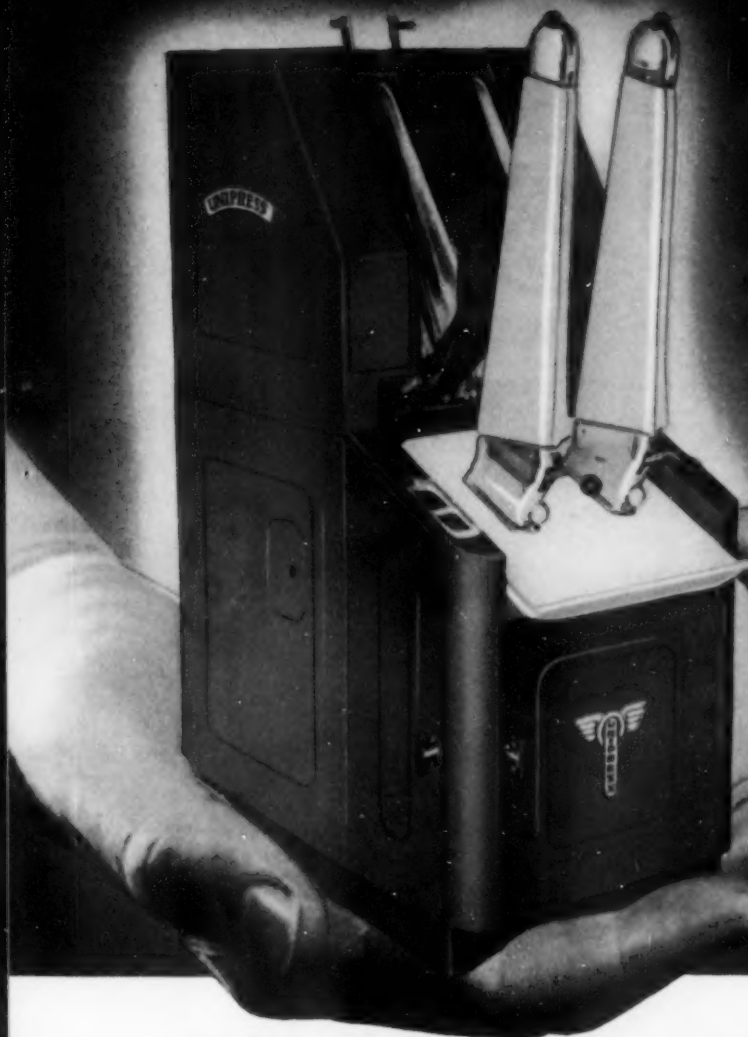
**PABST EXZYME**

Trade marks Reg. U. S. Pat. Office

**PABST BREWING COMPANY**  
INDUSTRIAL PRODUCTS DIVISION • 221 N. LaSalle St., Chicago, Ill.



the world's finest spot remover



**UNIPRESS ONE LAY SLEEVE  
A STAR FOR CONVERSION  
IN ANY SHIRT FINISHING UNIT**

Irons two quality sleeves in seconds. Speeds production, cuts labor costs and saves floor space. Write for conversion blueprints and specifications.



# UNIPRESS *Quality Outweighs Price*

Your assurance of real value in buying equipment for your plant today is measured by its ultimate cost to you, not by its original price.

Quality may once have been an accepted idea in the purchase of laundry and drycleaning equipment. But then, first cost bargains couldn't be eliminated by present day maintenance costs which continue to grow higher and higher.

Unipress equipment is ruggedly constructed and simple in design with fewer moving parts . . . assures longer life and dependable service

with a minimum amount of maintenance.

It's precision engineered to produce high quality finishes, and at the same time lower labor costs, use less floor space and permit a higher rate of production.

That's why more and more plant owners with an "eye for a buy" prefer UNIPRESS . . . distinguished for lasting quality and outstanding finishing.

Before you buy, contact your nearest UNIPRESS distributor. He'll be happy to show you why UNIPRESS is your *best* buy.

FINER FINISHING FASTER WITH

**THE UNIPRESS COMPANY**

MINNEAPOLIS 8, MINNESOTA



**THE UNIPRESS COMPANY**

2814 LYNDAL AVENUE SO., MINNEAPOLIS 8, MINN.

I would like more information regarding your ONE-LAY SLEEVE and conversion sketches.

Our Units are: \_\_\_\_\_ (Make) \_\_\_\_\_ (Girls) \_\_\_\_\_ (Quan.)

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



FLASHY (and flashing) sign is factor most responsible for attracting volume. Waves of light move along vertical neon tubes in background. Flair logotype is repeated many times inside

## Eye Appeal Brings Them In

Huge sign and white presses make excellent advertising for a successful Chicago chain

TAKE A HEAVILY POPULATED neighborhood, put an efficient, fast-service plant in it, make the plant striking and attractive, and you're almost bound to succeed. Roy Brown and Morey Hirshman have been following this formula on the south side of Chicago since June of 1951, and their three Flair plants are ample proof that it works.

The newest of the Flair operations, located at 55 East Garfield Boulevard, is a good example of the little and not so little things that have made Flair successful. Roy Brown credits engineer Robert Van Korn as the source of a lot of these ideas.

The Garfield area has a population density of five, which is next to the highest rating. Although the neigh-

By PHIL GREENE

borhood is in a low income bracket, volume has been clicking along at a \$1.20 price since it opened and sales average \$1,500 weekly. The plant has taken in as much as \$2,300 in 48 hours. Except for some open-house festivities, there has been no advertising. The looks of the place and a high-quality product have brought in the business.

The photographs, unfortunately, do not do justice to Flair's appearance. The design of the plant, from the sign along the front to the uniforms of the employees, has been carefully planned. Take the distinctive Flair logotype. It hits you in the sign; you

see it on the inside signs; you see it on the garment bags; it is lettered on the uniforms. You see it repeated on the white curtain which is drawn around the sides and rear of the call office area at night. The basic green color is also repeated inside and outside the store, with enough variations to keep it from becoming monotonous.

The big front sign, which cost a whopping \$7,800, is made of green, red and yellow neon tubing. Inside, the counters and upper partitions are white fibreglas with blond oak trim. The counter tops are formica.

Inside walls, a medium green, are made of corrugated, pressed asbestos. The floor, which is gray with inlaid green squares, is waxed monthly and buffed weekly. The white finishing



For a Strong Soap System at its best...get

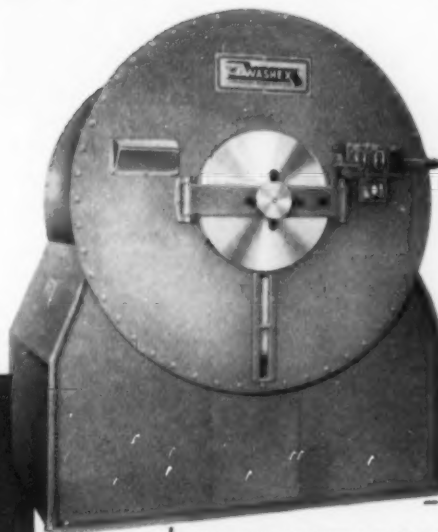


# STATEMENT PROFITS

...the key to success is guaranteed by the drastic reduction of operating costs with WASHEX Combination Washer-Extractors!

Compare the enviable record of WASHEX plants throughout the country with yours!

Yes, WASHEX and PROFITS go together!



*Combination  
Washer-Extractors*

**WASHEX MACHINERY CORPORATION**

192 Banker Street Brooklyn 22, N. Y.

**WASHEX MACHINERY CORPORATION**  
192 Banker Street, Brooklyn 22, N. Y.

Gentlemen: I am interested in the following WASHEX Combination Washer Extractor!

\_\_\_ 65 lb. \_\_\_ 100 lb. \_\_\_ 175 lb. \_\_\_ 270 lb. \_\_\_ 450 lb.

NAME \_\_\_\_\_

FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

Zone \_\_\_\_\_ State \_\_\_\_\_

equipment makes the plant look immaculate. At night spotlights at the ceiling are pointed at the gleaming counter-top surfaces.

The plant's production is just as well planned as its design. When an order comes in, the counter girls immediately hang each piece and place all the hangers in the order through slickrail ring-hooks. If the counter is busy, the invoice and strip of pre-printed tags are pinned to one of the garments in the order. The marking operation is completed as soon as the counter girls get an opportunity.

This procedure accomplishes three things: it indicates to customers right off the bat that the plant is treating the garments with respect; it provides an effective means of keeping orders intact before they are marked; it simplifies the tagging operation in that garments are already hanging and need not be pulled out of a bag, untied, or picked up from the floor.

After marking, the orders are pushed back along the slickrail to the cleaning unit at the rear. There they are classified, cleaned, spotted, and rehung on another line leading to the finishing units.

The line for finished work proceeds back along the center aisle, past the seamstress, to the inspection, split-rail assembly and bagging points, and winds up as a continuous storage line.

The plant is staffed with three finishers, three counter girls who also mark and help out with the bagging when needed, a drycleaner who also spots and manages the store, an inspector-assembler-bagger, and one part-time girl who fills in where needed, for a total of eight and one-half employees.

Cost figures on this attractive, compact and very efficient operation must be a joy to behold. # #



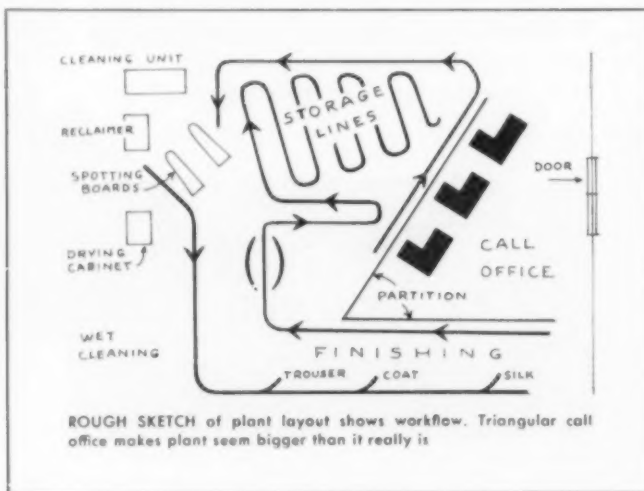
STORE AREA is marked by overhead partition which also conceals ventilating equipment of ceiling. Beams from spots (upper left) are bounced off counters at night. Note hooks on rail behind counters which hold unmarked orders intact. L-shaped counter design is patented



FINISHING EQUIPMENT, painted white, is set up in units. Steam, air and water lines are laid in covered trench along right wall



TRICKY SIGN (cost about \$150) gets attention in front window. Football-shaped signs on spokes rack as they turn, like Ferris-wheel chairs



# Star of the Month

**RELIABLE**

Marla English  
Glamorous Screen Star  
Says:

"My FURS are  
always beautiful  
thanks to proper  
**FUR CLEANING**  
and  
**FUR STORAGE**"

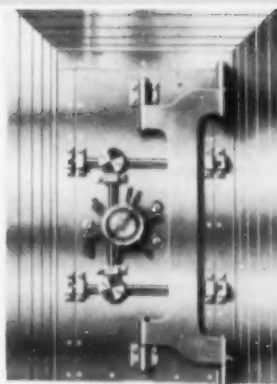
Marla English  
co-starring in  
"Shield For Murder"  
Released thru United Artists



A Reliable Fur Storage Vault is money in the bank! For sheer earning power, no other service produces as much profit per square foot of space. Economical Reliable Fur Storage Vaults are preferred across the nation because the brilliant engineering advances guarantee absolute protection against moth damage, mildew, stale air and high temperatures. An investment that pays for itself in one season.

Be a leader in your community with fur storage... let us plan for you now. No cost or obligation.

**"You can Rely on Reliable"**  
Write direct or consult your Jobber Today!



**RELIABLE**

**RELIABLE MACHINE WORKS, INC.**  
231 EAGLE ST., BROOKLYN 22, N. Y.

## RELIABLE MACHINE WORKS, INC.

231 Eagle St., Brooklyn 22, N. Y.

Gentlemen: Please send me Free details and literature on Fur Storage Vault and Fur Cleaning Equipment.

Firm Name \_\_\_\_\_  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_  
Jobber's Name \_\_\_\_\_

# Challenge to Business

By JAMES B. KOBAK, CPA

Partner, J. K. Lasser & Company

THE NEW Internal Revenue Code that became the tax law of the land this summer is, without doubt, the most sweeping revision of the statute books in years.

Last month we explored how the new law—through its incentives and concessions—opens new tax benefits to business. This month let's see some of the things that it can do for business's employees—provisions that can raise workers' morale at relatively little cost to you.

Again, in the space available, only some of the important revisions can be highlighted. Your tax adviser is the man to consult to make sure you take advantage of each and every new provision of the law that applies to your operations. The code is loaded with benefits: it's your responsibility to make the most of them.

Here are some of the ways the new law can help your employees:

**Injury and Sickness Benefits Expanded:** Under the old code workers did not pay tax on sickness or injury benefits from plans financed by their employers under contracts with insurance companies. But they had to pay on benefits received under plans that the employers financed themselves. Now that's been changed.

You can now arrange for your employees to get benefits without tax, under a plan that you finance, provided that the benefit payments meet any of these conditions:

1. The payments are reimbursements for medical expenses incurred by the employee for himself, his wife or other dependents.

2. The payments are for permanent loss or loss of use of part of the body, or for permanent disfigurement of the employee, his wife or other dependents. In this case, the payment is based on the kind of injury

and has no relationship to the length of time that the employee is out of work; the payment is not for medical expenses. So the employee can deduct any medical cost he has in connection with his injuries, without having to worry about having it reduced by the amount of the payment.

3. The payments are wages or for loss of wages for the period the employee is out of work because of sickness or injury. The worker pays no tax on any amounts up to \$100 a week of such payments. However, the exemption does not apply during the first seven days of absence unless the absence from work is due to an accident, or unless the worker is in the hospital for at least one day during his absence.

*Example: Jones is out sick for 10 days. He is not injured and does not have to go to the hospital during that time. He gets payments for the full 10 days. But payments for only three of the days are tax-free.*

*Suppose, however, that on the eighth day Jones is admitted to a hospital. He stays overnight and is discharged the next day. He can leave out the payments for the entire 10 days, based, of course, on the maximum of \$100 a week.*

*Smith, on the other hand, is out sick, not in the hospital, for three days. On the fourth day he is injured. This keeps him out of work for five days more. He can't exclude payments for the first three days but he can for the next five—again on the basis of not more than \$100 a week.*

**Death Benefits:** The old law said that payments up to \$5,000 by an employer to the beneficiaries of a dead employee were tax-free. But there had to be a contract calling for the payments. Now there's no tax—even without a contract.

**Favorable Treatment for Stock Options:** The new law gives to the so-called "variable price options" the same favorable tax treatment provided for "restricted stock options." Stock options no longer have to be in terms of a specified dollar amount; the option price can now be based on a formula. This means you have an easy way to protect your employees against a falling market.

Here's how you can work it: You peg the option price at a percentage (not less than 85 percent) of the value of the stock during a six-month period or some shorter period within that six months. The six-month period has to include the day on which the option is exercised. If the stock declines between the time the option is granted and the time the employee exercises it, he is fully protected against the drop. (Under a fixed option, he would have had to pay a specified dollar amount—amounting to at least 85 percent of the market value of the stock at the time the option was granted—regardless of what happened to the market price afterwards. The only requirement for the variable price option is that the employee would have had to pay at least 85 percent of the stock's market value at the time of granting if he had exercised it then.)

It might be a good idea to give your employees two stock options now. One would be for a fixed dollar amount. The other would be a variable price option. If the price of the stock goes up, the employee exercises the option with the fixed price. If the market value goes down, he exercises the variable price option. Either way, he gets the stock at the lowest possible price.

**Meals and Lodging Not Included as Income:** The new law liberalizes the rules about board and lodging as income. They are not taxed if





Get the Lion's Share of Profits

With

# EXCELSIOR!



**THE EXCELSIOR  
ONE OPERATOR  
SILK FINISHING UNIT**

**Excelsior**  
MACHINERY CO.  
1454 Randolph St., Detroit 26, Mich.

High costs and labor shortages drag plant-owners deeper into the lion's den.

Excelsior's Silk Finishing units are planned and engineered to use one operator instead of three; each pressing step in arm's reach instead of yards away.

Cut your finishing costs in half for twice as much profit with Excelsior One Operator Silk Finishing Units... long acknowledged as the most advanced equipment of its kind.

**"U-SHAPED UNIT: COMBINATION OFFSET SILK PRESS**  
(Available in Manual or Fluid-Air Operation)

**FABRIC HEAD PRESSING MACHINE**  
(4 Head Model on Two Tables)

See Your Excelsior Jobber First!

EXCELSIOR MACHINERY CO.  
1452 Randolph St., Detroit 26, Mich.

Please send full information and literature on:

- ☐ One Operator Silk Finishing Unit  
☐ "Air-Operated" Offset Press

Name of Firm \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_

State \_\_\_\_\_

the employee gets them where he works—provided they are given to him for the convenience of the employer. It makes no difference whether you intend the meals or lodging as part of the pay to workers. The only condition is that they are furnished on the premises, and that workers have to take them as a condition of employment.

**Salesmen's Expenses—Transportation Costs:** The law now allows for the deduction from gross income of local transportation costs and the business expenses of outside salesmen. It used to be that employees had to give up

the standard deduction to get many of these expenses. Or, if they used the standard deduction, they lost the actual expense items.

With the new changes you may want to think about giving definite authorizations to your employees to make certain outlays for local transportation costs and sales expenses. That way they get support for the validity of their deductions, and it costs you nothing.

This is what the law says now: An outside salesman no longer has to prove that he is an independent contractor. Even if he is an employee, he is considered a contractor for tax

purposes. That means all expenses connected with his job are deducted from gross income to find adjusted gross income. In other words, he can use the standard deduction and still deduct for all travel expenses away from home, plus entertainment costs, secretarial help, telephone, telegraph and the like.

On local transportation costs, an employee can now deduct what he spends from gross income to find his adjusted gross income. This means he can write off cab fares and tips, bus fare, subway fares and automobile costs. Of course, these deductions are limited to the costs that are necessary in his job. Commutation costs are not deductible.

**Social Security Expanded, Too:** In addition to the employee benefits that Congress packed into the new tax law, the Administration this year has put through an expanded Social Security Act. Benefits have been increased and coverage broadened. Don't overlook their value to employee morale.

Here are two examples of what the new Social Security amendments mean in dollars and cents:

*Assume a man dies at 40, leaves a wife and two children, aged one and four. If he has been earning an average monthly wage of \$350 or more, his family could receive over the years a total of \$57,042—tax-free—from the Government.*

It breaks down like this: Until the younger child is 18, the widow gets \$15,530, the younger child \$13,430. The older child gets a total of \$10,500 over the years until he is 18.

After the younger child reaches 18, there is a cut-off in benefits to the widow. However, when she reaches 65, she again gets Social Security benefits. On the basis of her life expectancy at age 65 (according to the 1937 Standard Insurance Annuity Table) she will get a total of \$17,582.

Even a retired childless couple—or a couple with no child under 18—can do better than you might think. Under the new law, a retired man and his wife (over 65) might collect a total of \$37,112—based on an average life expectancy at that age.

The breakdown: During the husband's life, he gets \$19,532, his wife \$9,766. After his death, his widow would collect \$7,814 before she dies.

The annual Social Security payment received by this man and his wife thus comes down to \$1,953. On its face, that doesn't look like much. But don't forget that the capital required to produce that amount each year at 4 percent interest would be \$48,825. # #

**"They ALL say that  
DICALITE is wonderful  
in the Charged System!"**



Letters from drycleaners may differ on what kind of charged system they prefer; some like the Filter Rinse method, others boost the Separate Rinse Solvent. But they all agree that nothing beats Dicalite Speedplus or Dicalite Seven, in either method, for giving perfect results without affecting the charge. Garments come through sparkling clean, without graying; linting troubles are greatly reduced (particularly true with Dicalite Seven), spot-

ting and re-runs are cut to a minimum, and solvent costs are naturally kept low. Full details on using Speedplus or Dicalite 7, showing why they don't cut the soap charge, are given in the new Dicalite Drycleaner's Filtration Manual...together with practical tips on solvent filtration in general. If you haven't a copy of this new book, send for it now—it's loaded with practical operating information given us by the top drycleaning plants of the country.

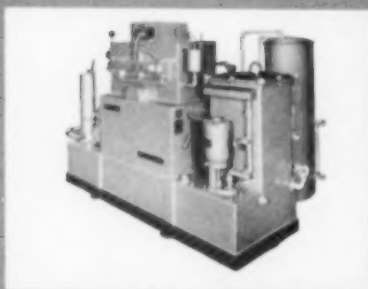
*Dependable*  
GIL  
**Dicalite**  
DIATOMACEOUS MATERIALS

DICALITE DIVISION, GREAT LAKES CARBON CORPORATION,  
612 SO. FLOWER STREET, LOS ANGELES 17, CALIFORNIA

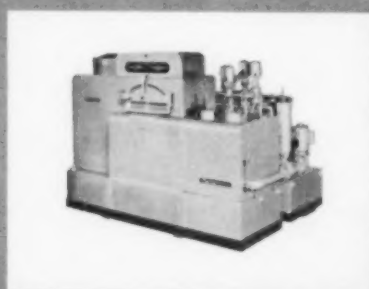


# DETRIX

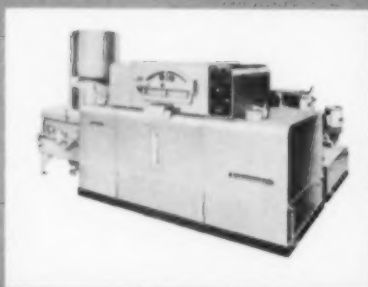
## TWO-BATH *Process*



Coronet—60 lb. capacity per hour



Research—120 lb. capacity per hour



Ambassador—300 lb. capacity per hour



Synth-O-Saver—for minor-like solvent consumption

## MEET THE ALL-AMERICAN TEAM

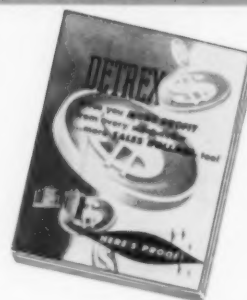
The Detrex team shown above is ready and able to handle any play that comes along. Regardless of your present volume you can enjoy Detrex Two-Bath profits.

## *Lack of Capital?*

It is now possible to LEASE a Detrex Coronet or Detrex Two-Bath Coronet and the Synth-O-Saver. See coupon below.

DETRIX CORPORATION  
Dept. JJ-500a  
Box 501, Detroit 32, Michigan

- ☐ Send me the free facts on how I can cultivate more business, make bigger profits with the Detrex Two-Bath Process.
- ☐ Send me all the facts on lease arrangement for the Detrex Coronet and Detrex Two-Bath Coronet.



NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



When it comes to ringing your cash register the Detrex Process is the all-time high scorer. Detrex permits you to give fast service combined with the finest cleaning quality in the industry. No other combination can beat this one for steady, big volume. Want proof? . . . just ask the man who owns one now.

**HIGHEST  
SCORER**

Every time you re-run or wet clean a garment, every minute you spend hand spotting any other than the most stubborn cases, you are being penalized right where it hurts the most—in your take-home profit. In fact on re-runs you are being penalized double because you get paid only once for running the garment through twice! Detrex Two-Bath Process eliminates all but the tiniest fraction of these penalties. For that reason you make more money on present volume and since pass-ups are the rule, you can process more profit-making work with no more effort.

**FEWEST  
PENALTIES**

"Built like a battleship" . . . that really describes Detrex. Every part is heavy duty for long, long service. The basic design is simple and proven . . . free of gimeracks and gadgets to go wrong. Detrex is the one unit designed expressly to avoid shut-downs and all but the minimum preventive maintenance.

**LESS  
TIME  
OUT**

In every single instance, installation of the Detrex Two-Bath Process has boosted business almost immediately. We can show you case upon case. Why? Simply because Two-Bath quality can be SEEN and FELT by the customers. Colors have like-new brilliance . . . fabrics have a luxurious softness. Yet, this extra quality is completely practical on a fast service basis. You don't lose a penny . . . the customer loses less time between wearings (and cleanings).

**LARGEST  
DRAWING  
CARD**

## ***For All The Data***

Our new free booklet gives you all the facts and proof that Detrex boosts profits three ways. Send for yours today . . . the coupon at the left will bring it to you post-haste. DETREX CORPORATION, Box 501, Detroit 32, Michigan, Dept. JJ-500a.

**DETREX**  
TWO-BATH *Process*

**See DETREX Profits in Action—NEXT PAGE**

# This could be YOU



## The story of JIFFY CLEANERS, PHILADELPHIA, PA.

Prior to entering the drycleaning industry, William "Billy" Kleeman, age 34, operated a used car business in Philadelphia. He knew a great deal about used cars, a great deal about army life (learned the hard way in World War II) but nothing at all about the drycleaning business.

In 1953, Mr. Kleeman decided to open a one-hour cleaning plant, but the Philadelphia zoning board saw fit to pick out his application as the one to be put to the test. Severe tests and checks were made of the Detrex equipment he intended to purchase and after the hearing, the zoning board agreed to give Mr. Kleeman a 6-month temporary permit to operate. Mr. Kleeman was convinced that his operation would be a success and Detrex Corporation was certain that their equipment would pass any requirements and so this venture into the drycleaning industry began with a temporary permit. An interesting sidelight about this case is that the protester against the issuance of the permit was a restaurant operator who feared objectionable odors. A short time later, the Philadelphia Inquirer (a local newspaper) printed an article stating that when an unofficial test was made, solely from a board member's curiosity, objectionable odors were present, but not from the drycleaning plant. Instead they came from

the protesting restaurant.

Billy Kleeman's plant opened during the first week of August in 1953 with a Detrex 2-bath Monarch unit. Since that time, Mr. Kleeman is handling two more retail outlets besides his own, doing all the cleaning and spotting operation himself. Billy says that the work produced by the Detrex equipment is beyond his wildest expectations and after visiting many plants and viewing their work, he feels that anyone entering the business should only think of 2-bath equipment. To this date, Jiffy Cleaners has not washed any work.

The Detrex 2-bath Monarch is cleaning garments to the tune of 3,470 pounds per drum of solvent with an average of 5,700 pounds of cleaning per filter change. Mr. Kleeman also stated that since opening one year ago, he has experienced no loss of production due to lack of service or part failure.

When asked why he had purchased Detrex equipment, he replied that everyone he had spoken to had given him the same story. Detrex equipment they said, is built like a battleship, performs consistently without loss of time due to service and repairs and could be operated easily without any mechanical knowledge.

### DETREX CORPORATION

Dept. JJ-500a

Box 501, Detroit 32, Michigan

#### YOUR LOCAL DISTRIBUTOR

Your local Detrex Distributor is a well established business man in your locality. He is trained to know and explain the Detrex Process. He is intimately acquainted with drycleaning and the drycleaning business. He has available complete facilities and qualified personnel to give you prompt, efficient service.

Rely on him for all your drycleaning equipment needs. Your guarantee that he will serve you well lies in his desire to maintain the highest business reputation in your locality. He not only is doing business there today but for many years to come.

## • WOOL FINISHERS

## PART VI

By  
**LAURA  
 HERRMANN  
 PORTERFIELD**



FIG. 1. Collar is finished on small end of buck. Center is done last



FIG. 2. Coat positioned for removal of impression from pocket flap

## Finishing Men's Suit Coats

MOST PLANTS TODAY use a steam-air machine in conjunction with a utility press to make a single-operator unit for finishing men's suit coats. Thus, when the coat is taken off the form and laid on the apron of the press in position for the first lay, the operator can put the second garment on the form, steam it, and while it is drying touch up the first garment.

For those who do not have a steam-air form, we have gone through the entire operation of finishing a sack coat on the utility press, following a method that is recommended to give you a quality job along with good production. We would also like to suggest that the National Institute of Drycleaning has a good bulletin (No. T-185) on the finishing of sack coats.

### Instructions to Trainers

As we have said so many times, we must have a clean place to work. Let's teach our new operators that a cleaning plant is a *clean place*.

It's a good idea to have a kitchen spatula handy to straighten out the linings in the pockets, and we should have a water spray gun near the small end or over the top of the machine to use if we come across any hard-set wrinkles.

Finishing the collar as recommended in the Job Breakdown shrinks it in at the gorge seam, and down to below the seam for about 4 inches. This crease should not go down too far in the lapel. There is also a method of finishing the collar in one lay; that is using the third lay only (the center

of the collar on the large end of the buck). This is very often all that is necessary if the coat has been conditioned on the air form.

In finishing the coats you want to stress the use of the head of the press in a fanning motion, not letting the full pressure of the head come down on the garment so that it causes shine. In fact, many operators like to have their presses adjusted so that the head will not lock.

If you have an air-operated press, as we have mentioned in previous articles, it is good to let the new operator get the feel of the machine before starting to finish a garment. Be sure to use the show-tell method of teaching.

Be sure the operator, when finishing the front of the coat, does not pull on the front edges of the coat and stretch them; rather allow the steam to shrink them in a little. On the pocket lay be sure that the coat is laid so that the small curve of the

buck fits into the chest about one inch below the armpit seam.

We like to bring the garment always toward us because we can see what is happening to the part that we have already finished.

When you get to the back of the coat you may find some bad heat wrinkles across the waist and shoulders. If so, be sure to show the operator how to use the water spray gun in conjunction with the steam to remove these.

The pockets are often stretched out of shape from having the wearer's hands placed in them. Bring the bottom part of the pocket opening up even with the top so that the pocket is closed smoothly.

When reversing the coat and finishing the lapels, we must remember this is the one time that we use the top steam rather than bottom steam. If we used bottom steam, we would wrinkle the part of the front that we had already pressed. Apply top steam, while using a fanning motion of the head. Lift the head a little and apply the vacuum, then bring the head down again while keeping the vacuum on. The use of the vacuum with the head down gives a smooth finish to the lapel but will not cause shine if the head is raised while the vacuum is first applied.

When finishing the lapel with the button side, it is often recommended that the buttons be left off the press so as not to make impressions. If we get impressions it is best to steam from the bottom, then raise the lapel and give

The detailed steps given here follow the proper procedure for operating the steam-air form used to illustrate this article. Since there are many steam-air forms on the market, with variations in construction, it is important to follow the manufacturer's directions for operating the particular unit used at your plant.—EDITOR



FIG. 3. In finishing facings coat must be handled carefully to avoid wrinkling. Here right front facing is in position

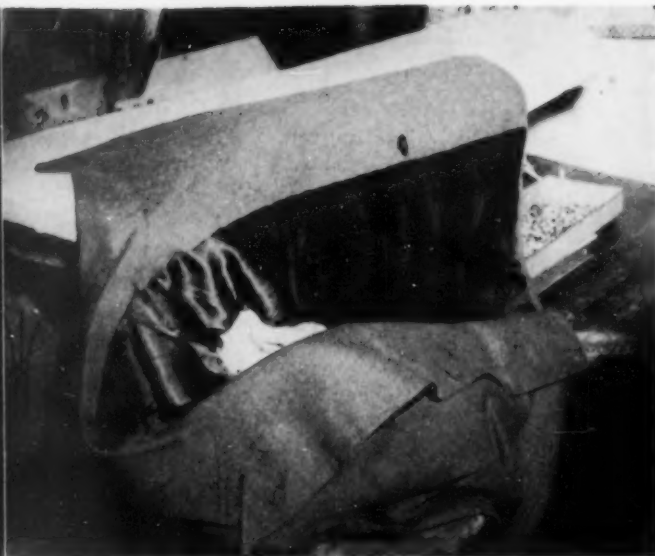


FIG. 4. Left front facing; coat reversed to position at front of large end of buck. Thorough drying is important

a slight pull to the edge while the coat is off the press and still damp.

Again, we are following the best production and quality method in the finishing of the sleeves. It is not necessary to make two lays to put a crease in the sleeves. We want to be sure that the sleeve is on the press so that it will be finished all the way up to the underarm seam.

Show the operator how, if she has to use a sleeve form on the press, to make a rolled sleeve. We go across the buck in an ironing motion with the sleeve form in the sleeve, finishing both sides of the sleeve with buck steam. It is often a good idea to finish the sleeves first if they must be finished on the machine.

If you do not have a shoulder puff-

ler to finish the shoulder and sleeve head, use a shoulder pad in the sleeve head to provide a firm foundation for the sleeve when it is being steamed from the head of the press. Place your hand on the sleeve pad with the palm toward the pad, and the fingers inside the hand pocket of the pad. The round end of the pad should fit up into the round top of the sleeve head. Then press the sleeve against the head of the press. While pressing the steam lever with the other hand, move the sleeve head with the pad in it across the head of the machine to finish it. Always come up the head of the machine or across it for a smooth finish. You will probably have to do several of these before letting the student start on them.

When we use the steam-air machine in a unit with the press, we eliminate a great many of the lays on the press. When you teach someone in this type of unit, it is recommended that you concentrate on first teaching her how to operate one or the other of the machines well, then work on the other one for several days, and finally combine the two.

On the air form we especially want to show our pupil how important it is to adjust the form to the proper size of the coat that is on the machine. We do this by first reducing the bag to its smallest size and then placing the garment on the machine. We then turn the air on and let out the bag where necessary to fit the coat.

It is good practice to look at the



FIG. 5. For creased sleeve finishing is done on press



FIG. 6. Sleeve head is finished on puffer, sleeve held out straight to prevent wrinkles



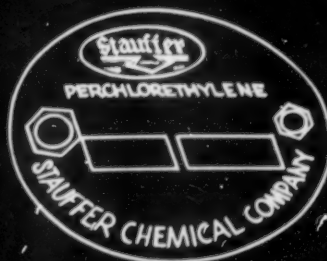
FIG. 7. Coat must hang straight on steam-air form; linings and pockets are straightened



# PERCHLORETHYLENE

**STAUFFER DRY CLEANERS' GRADE**

*3 views of a good product*



## **STAUFFER CHEMICAL COMPANY**

380 MADISON AVENUE, NEW YORK 17, N. Y.

221 N. LaSalle St., Chicago 1, Ill. • 636 California St., San Francisco 8, California  
326 S. Main Street, Akron 8, Ohio • 824 Wilshire Boulevard, Los Angeles 14, Calif. • 8901  
Hempstead Road, Houston 8, Texas • North Portland, Ore. • Weslaco, Texas • Apopka, Fla.



FIG. 8. Adjustment of equipment to garment size is important in steam-air finishing



FIG. 9. Care must be taken to insert sleeve in correct position

bottom of the coat to be sure there are no wrinkles along it caused by having the bag too large. It is better to have it a little small rather than too big.

Never let the operator get into the habit of just throwing the garment on and closing the front up unevenly. The collar should fit snugly around the form and be shrunk in a little when the steam is applied. When we get a badly wrinkled garment, a little water from the spray gun while the garment is on the air form will often remove the wrinkles entirely.

As soon as possible teach your pupil to apply the steam as she is putting the second sleeve in the sleeve. Also, be sure that she steps on the air pedal and shapes the bag to fit the garment before applying the steam. She may be a little hesitant about using her hands to judge when she has sufficient steam, but will soon learn it will save her lots of time and will also be easier.

The idea of unit finishing—one garment drying on the form while the other is being finished—saves a great deal of time, gives a drier garment to work on, helps in the inspection and assembly time in the plant, and eliminates the need for a lot of hanging space for garments into the finishing room.

We cannot stress too strongly to our pupil—*no steam* from the iron while finishing linings in a garment that has already been finished on the outside.

Let's always explain to our pupil and never just make a statement. Let's encourage questions. Method is most important.

### Instructions to Trainees

Job Breakdown: I. Finishing Men's Suit Coats Using Utility Press

#### IMPORTANT STEPS and KEY POINTS

##### 1. Finish collar (Fig. 1).

- Place left side of collar and left lapel on small end of buck.
- Steam and shrink in stretched area at gorge seam and down to about 4 inches below seam.
- After steaming with buck steam, lower head to lightly crease collar, release head, and vacuum.
- Place right side of collar and right lapel on other side of buck and finish as above.
- Now place center of collar on small end of buck as in Fig. 1 and finish same as above.

##### 2. Finish right front edge.

- Place right front of coat on small end of buck so that it fits up into the chest of the coat.
- With left hand at bottom of coat and right hand at center of collar, swing coat from back of buck up onto the press so coat is lying at an angle.
- Steam well from buck, then apply pressure in light fanning motion with the head.
- Release head and dry by applying vacuum.

##### 3. Finish right side pocket and under-arm lay (Fig. 2).

- Move coat toward operator so that pocket is on top of buck.
- Straighten pocket and flap (if there is one).
- Steam and finish as in previous lays.
- Move coat off buck to position as in Fig. 2 to remove any impression from pocket flap. (This lay not necessary where there is no pocket flap.) Steam and finish.

##### 4. Finish right half of back.

- Place coat so that collar is off end of buck and right armhole seam is just off front edge of buck. Side seam will be about 4 inches from edge of buck at bottom of coat.

##### 5. Finish center and back of coat.

- Moving coat toward operator, place center seam of coat on center of buck and slide coat onto buck a little more so underseam of collar is just off small end of buck.
- Steam and finish. *Do not apply too much pressure from head of press.*

##### 6. Finish left side of back.

- Move coat so left side of garment lies on buck in same position as right side of back in previous step 4.

##### 7. Lift coat to left side pocket and underarm lay.

- Finish same as right side pocket lay.

##### 8. Finish left front edge at front edge of buck.

- Use buck steam, apply light head pressure, release head and dry with vacuum.

##### 9. Finish right front facing (Fig. 3).

- Drop garment onto apron of machine smoothly, so as not to wrinkle, and with both hands pick up coat so right front facing is placed on front of buck with facing up.

##### 10. Finish left front facing (Fig. 4).

- Pick up entire coat with both hands, using arms to reverse coat to finish left front facing at front edge of large end of buck as in Fig. 4.
- On both facings use top steam, straighten with fingers, and apply light pressure with head before drying. Dry well.

##### 11. Finish sleeves (Fig. 5).

- With coat in position from previous lay of left front facing, lay coat on apron so right sleeve is on top.
- Insert hand in sleeve and with fingers straighten out lining.
- Steam and finish sleeve with light head pressure, being sure armpit seam is just at edge of buck.
- For rolled sleeves use sleeve form in sleeve, steam and dry. Do not apply head to sleeve.
- Lift coat with left hand at collar and reverse so left sleeve can be finished same as right one.

(Continued on page 76)

An extremely  
important message  
to users of

## CONVENTIONAL PETROLEUM EQUIPMENT

You know that a 4% super charge cleans better than a mild charge.

You know that if all the 4% charge were left in the fabrics, too much non-volatile matter would remain after drying.

And you know that if the fabrics were cleaned in one washer with 4% charge, and then removed to another washer for rinsing in pure solvent, the cost in time, labor and equipment would be prohibitive.

STREET'S EXTRACTOR-RINSE PROCESS solves your problem.

With your present washer and extractor, and with no additional transfer of fabrics, you may enjoy all of the advantages of the 4% super charge without leaving an excess of oily matter in the fabrics.

### Extractor-Rinse not intended to rinse dirt

Some misinformed individuals have completely muffed the real function of the EXTRACTOR-RINSE. Haven't you heard comments like this: "The garments nearest the side of the extractor catch all of the dirt." Such reasoning is preposterous when considering the fact that garments removed from a full run of 4% are immaculately clean and completely free of dirt particles, all of which have been deposited on the 4% filter. In fact, other soap makers stop right there, and recommend conventional extracting and drying without further treatment.

The EXTRACTOR-RINSE is an added step for the sole purpose of diluting the oily matter left in the fabrics after cleaning. It is merely insurance against swales, streaks and spotting rings, and has nothing to do with the rinsing of insoluble dirt, every trace of which has been previously removed in the 4% solution and deposited on the filter precoat.

### Proof that the Extractor-Rinse dilutes the 4% solution

Other prejudiced observers, piqued by the success of the EXTRACTOR-RINSE PROCESS in over 1200 of the nation's outstanding plants, tell you that STREET's method of spraying pure solvent into the fabrics during extracting does not actually dilute the 4% solution which remains in the fabrics after the initial extracting.

You can disprove this contention to your own satisfaction by simply testing the rinse solvent with STREET's S.S.S. TEST KIT.

Although most of the 4% solution is returned to the charged system during the initial extracting, approximately 2½ gallons of 4% solution remain in the fabrics for each 100 pounds of fabrics extracted.

Then, when the pure solvent is pumped through the spray unit, the valves are changed so that this solvent is diverted to the rinse system instead of the charged system.

Use of your test kit will disclose a rapid build-up of 886 in the rinse solvent, which proves conclusively that the EXTRACTOR-RINSE has served the intended purpose of diluting the 4% solution remaining in fabrics after the initial extracting. That is why we recommend distillation of approximately 17 to 20 gallons of rinse solvent for each 100 pounds of fabrics.

### Staff of trained technicians at your service

The inventors of EXTRACTOR-RINSE employ a staff of technicians trained in this specialized field.

This staff enjoys the "know-how" and experience which comes from over 1200 successful installations in America's leading plants.

You may make a profit on this experience by asking STREET's to engineer an economical EXTRACTOR-RINSE installation in your plant.

# STREET'S EXTRACTOR-RINSE\*

makes you eligible for

electronic

Conductivity Control...

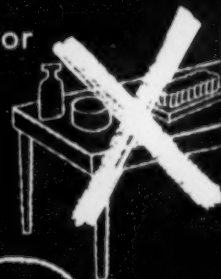
which in turn provides for

safe elimination  
of wetcleaning...

which pays off in

more money  
in the bank

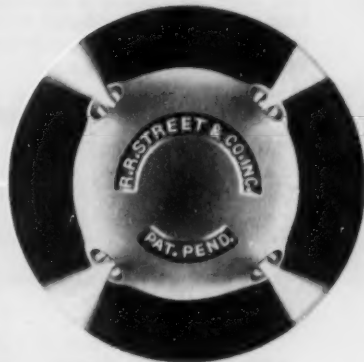
resulting from substantial  
reduction in production costs.



## GO MODERN

Install Street's  
Extractor-Rinse  
Spray Unit...

...dilutes the  
4% charge  
from cleaned  
fabrics.



\* PATENT PENDING

For details, write

**R. R. STREET & CO. INC.**

561 W. Monroe St. Chicago 6, U. S. A.



FIG. 10. Lining finished by hand



FIG. 11. Water spray gun is used in hand finishing of coat linings

(Continued from page 74)

**12. Finish sleeve head on puff iron (Fig. 6).**

- a. Place sleeve head over puffer, holding sleeve out straight so as not to wrinkle.
- b. Steam and work sleeve around puffer in an ironing motion.

**Job Breakdown: II. Conditioning Coats on Steam-Air Machine**

The form should always be at its highest point if you have the type of machine that adjusts in height. Reduce the form to its smallest size before starting the operation, by adjusting levers. Zippers at the sides of the form for sleeves should be open all the time you are working on suit coats.

Before starting, remember to use all controls to reduce the form to its smallest size. After the garment is placed on the form, controls will be released to expand the bag to the correct size to fit the garment.

**IMPORTANT STEPS and KEY POINTS**

**1. Place coat on air form (Fig. 7).**

- a. With each hand, grasp two front edges of coat just below gorge seams.
- b. Swing garment over or around form, placing coat to hang straight on shoulder of form.
- c. Straighten lining and pockets.

**2. Fasten coat on form.**

- a. Pull two front edges of coat forward, overlapping them in center of form, with buttons on outside. All coats should have an overlap of 3 inches.
- b. Single-button coats should be buttoned.
- c. Push clamp board forward to lock.

**3. Adjust form to coat size (Fig. 8).**

- a. With left foot, step on air pedal.
- b. Unlock center control chain, allowing air pressure to expand form to proper size at bottom of coat. Re-lock chain. Never allow form to be larger than coat.
- c. Turn off air after adjustments have been made.

**4. Insert sleeves (Fig. 9).**

- a. Insert sleeve in one sleeve, using care to position correctly.
- b. Before inserting second sleeve, you may start step No. 5, if you like.

**5. Steam coat.**

- a. Depress steam pedal with right foot.
- b. Steam until fabric is moist to fingertips—no longer.
- c. Do not oversteam.
- d. Straighten hemline and pockets.

**6. Dry garment.**

- a. Turn on air with left foot, then turn off steam.
- b. Remove sleeve at same time. Dry until steam disappears from shoulders.
- c. Turn off air.

**7. Remove coat from form.**

- a. Squeeze front clamp trigger to unlock.
- b. Remove coat from the form and place on press or hang on hanger.

**Finishing Coats After Steam-Air Form**

After having appraised the garment before taking it off the air form, we would then do the following steps if necessary, using the previous instructions for finishing the entire coat on the utility press.

Some garments will need the first step

of collar finishing, but most of them will have a good finish on the collar from the air form.

Step No. 2 will usually have to be made because of the use of the front flap from the air form.

Step No. 3 will very often be eliminated; you will have to use your very good judgment on both pocket lays.

Steps 4, 5, 6, can almost always be eliminated.

We continue around the coat to the front lays, always bringing the coat forward around the buck as for a general press job.

Make both lapel lays.

Rolled sleeves will not have to be finished on the press, and many sleeve heads and shoulders will not have to be touched up on puff irons.

**Job Breakdown: III. Finishing Linings by Hand Iron**

**IMPORTANT STEPS and KEY POINTS**

**1. Place coat on ironing board for right front shoulder of lining (Fig. 10).**

- a. Be sure coat is smooth on board.
- b. Spray lining with water spray gun.
- c. Press with dry iron, no steam.

**2. Finish right front lining.**

- a. Swing coat so lining of right front is on top of board.
- b. Again water spray (Fig. 11) and finish.

**3. Finish remaining lining.**

- a. Continue to bring garment toward operator, spraying with water spray gun and pressing with dry iron.
- b. Last lay will be left front shoulder.
- c. Always be sure garment is smooth on right side, so as not to wrinkle finish on outside of coat. # #



# DUAL MOISTURE CONTROL

Street's Conductivity Process  
automatically controls

- 1 • the amount of water retained in the charged solvent...
- 2 • the amount of water removed from the charged solvent by the fabrics.

- The 3/10% of filtered water retained in the 4% solution of 886 removes more water-soluble soil than ever before possible.
- The 4% solution of 886 permits the fabrics to absorb no more water than if hung in atmosphere with 70 to 75% relative humidity. *Result:* no wrinkling, no shrinkage.
- The CONDUCTIVITY CONTROL UNIT automatically replaces the water removed by the fabrics, so that the charged solvent maintains its original 3/10% of filtered water.



## Capital Valet

1827 WILLOW AVE. • WEEHAWKEN, N. J.

HUDSON COUNTY PHONE: UNION 6-8082  
BERGEN COUNTY PHONE: W X 9000

May 7, 1954

R.R. Street & Co.  
561 Monroe St.  
Chicago, 6, Ill.

Gentlemen:

*Using  
Extractor-Rinse*

We have been using the EXTRACTOR-RINSE and the CONDUCTIVITY CONTROLS for the past eight months, and are delighted with the results that we have obtained. Needless to say, at the beginning we did encounter some difficulties but with the engineering skill of C.B. Kesson and Joe Keegel we corrected these minor flaws speedily and with no interruption in our service.

Our work flow throughout the entire plant was speeded up, washing and returns are now a thing of the past. Our overall time saved in production is about 15%.

The 4% 886 - EXTRACTOR - RINSE and the ACCU are primarily responsible for our smooth operation.

Many, many thanks to your fine organization for enabling the industry to produce quality at a much lower cost.

Yours very truly,

*Martin Gouliau*  
Martin Gouliau

"Our work flow throughout the entire plant was speeded up, washing and returns are now a thing of the past. Our overall time saved in production is about 15%."

R. R. STREET & CO., INC.



561 W. Monroe St., Chicago 6, U.S.A.

# 25 YEARS AGO...

November 1929.

BERGER SERVICE INC., NEW YORK DRYCLEANING CHAIN, INSTALLS MACHINES TO DO LADIES' HOSIERY REPAIRS AT 35¢ PER RUN. ....EXPECT YEARLY VOLUME TO EXCEED \$120,000 ON NEW SERVICE



CANVASSING FOR DRYCLEANING BUSINESS, EITHER BY TELEPHONE OR IN PERSON, REGARDED AS UNPROFITABLE AND AN INTRUSION, SINCE EACH SALE IS TOO SMALL, TOO FEW REPEATS, AND PROFIT MARGIN IS TOO SMALL



# 10 YEARS AGO....

November 1944

WLB WILL PERMIT PAYMENT, WITHOUT FORMAL APPROVAL OF \$25 CHRISTMAS BONUS TO WORKERS... ALSO TIME OFF FOR EMPLOYEES WITH PAY, ON V.E. DAY AND NOT REGARD SAME AS WAGE INCREASE



CLEANERS CAN RAISE SOCIAL AND BUSINESS ACCEPTANCE BY MAINTAINING DIGNIFIED FRONT TO PUBLIC AFTER WAR IS OVER.

'WALL STREET JOURNAL' SURVEY SHOWS CLEANERS FACE TOUGH LABOR MARKET FOR YEARS TO COME, SINCE AVERAGE FACTORY WAGE IS \$46.28 PER WEEK, COMPARED TO \$31.37 IN CLEANING PLANTS.



JURY DUTY! IT MAY BE YOUR 'DUTY', BUT JUST WHEN BUSINESS GETS GOOD AFTER A DULL SUMMER, YOU ARE 'SELECTED' FOR THE FALL TERM OF COURT....



...and the biggest case that comes up, is some culprit charged with having grown spinach out of season...



# TODAY! "THE LITTLE SHOP AROUND THE CORNER"

# CONDUCTIVITY CONTROL

EXTRACTOR-RINSE

"We Know How"  
**FROMM'S**  
DRY CLEANERS  
and  
DYERS

33 Bellefonte Avenue

Lock Haven, Pa.

March 26, 1954

R. R. Street & Co. Inc.  
561 West Monroe Street  
Chicago 6, Illinois

Attention Paul Warren, President

Dear Mr. Warren:

We were among the first Dry Cleaning plants in the East to use Streets 886 charge system. We couldn't believe that miracles could happen in the Dry Cleaning Industry but to us the results were just out of this world. In July 1953 when your field technician, Mr. Norm Rosen, first told us of the conductivity meter and extractor rinse we thought he was talking through his hat. Since then we have been using the 4% charge and extractor rinse with results that would astound you. After attending several conventions and hearing your Competitors do nothing but knock this product. I thought I'd get an unbiased report to substantiate what I had been seeing.

I sent a test bundle to Anderson-Prichard Oil Corporation, for a dry cleaning efficiency service report, and here are the results. Soil Removal-92.2%, Shrinkage-None, Stain removal-Good, Fading-0.1%. Under remarks they have written:

Quote: The results we have recorded for this test bundle indicate efficiencies above average and in accordance with our method of grading, this test bundle represents excellent dry cleaning efficiency in the washer. We, therefore have no recommendations for improvement at this time.

I wish to commend you on this wonderful product and your excellent choice of your field technician Mr. Norm Rosen, who has a vast knowledge of dry cleaning and all its problems.

Sincerely,

*Philip Fromm*

Philip Fromm

*Using  
Extractor-Rinse*

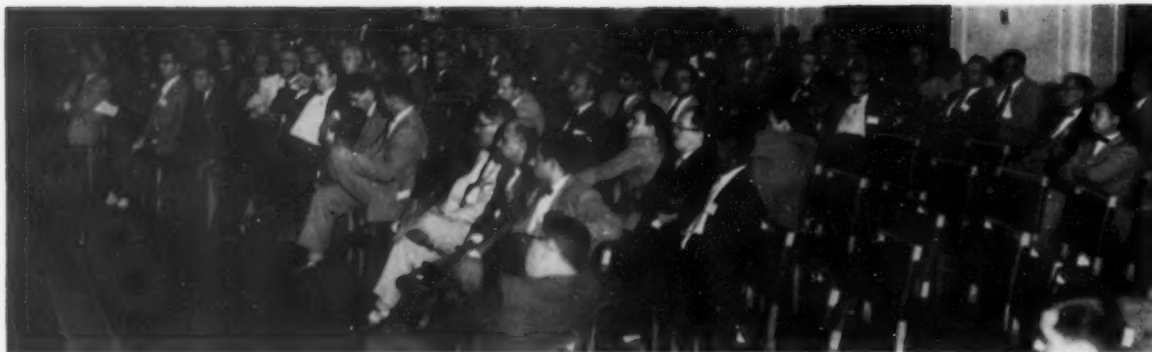
Fromm's installed  
Street's  
Conductivity  
Control Unit  
back in  
July of 1953.  
In March of 1954  
Mr. Philip Fromm  
wrote:

"Since then  
we have been  
using the 4%  
charge and  
extractor rinse  
with results  
that would  
astound you."

R. R. STREET & CO., INC.



561 W. Monroe St., Chicago 6, U.S.A.



CHARGED-SYSTEM panel attracted a good audience

## Pennsylvania's 43rd Is Lively

By PHIL GREENE

THE PENNSYLVANIA ASSOCIATION of Dyers and Cleaners held its forty-third annual convention in Harrisburg, October 10-12. It wasn't the biggest Pennsylvania meeting on record, but it was one of the liveliest.

The first session got under way on Sunday afternoon with a charged-

system panel. George P. Fulton, research head at the National Institute of Drycleaning, started off with a talk on why the charged system works or doesn't work. He listed three reasons for poor removal of water-soluble soil: no control of moisture level in solvent; adding water too slowly, and

too short a running time. The main causes of redeposition on rayon and acetate were stated as too long a batch run and too much water.

Then Jack Ireland of NID moderated a panel on the use of moisture in charged systems. Five representatives of soap and instrument manufac-



SALES PANEL, left to right: Prof. Harold Minman, Penn State; Joe Buck, Model 33 Services, moderator; Walter F. Gallagher, Jr., former field editor of *American Drycleaner*; Phil Greene, editor, *NATIONAL CLEANER & DYER*; Frank F. Filling, Jr., Filling Cleaners



CHARGED PANEL members, left to right: Carl Rossner, Kleentest Laboratories; Roy Ross, R. R. Street & Co. Inc.; Arthur Schuelke, Sanitone Div., Emery Industries, Inc.; Guy Santo, Serdex, Inc.; Henry Hansen, Minneapolis Honeywell Regulator Co.; John Ireland, NID, moderator. Each man had a model of his firm's device for adding or indicating moisture in system



# DUAL MOISTURE CONTROL

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automatically controls

- 1 • the amount of water retained in the charged solvent...
- 2 • the amount of water removed from the charged solvent by the fabrics.

- The 3/10% of filtered water retained in the 4% solution of 886 removes more water-soluble soil than ever before possible.
- The 4% solution of 886 permits the fabrics to absorb no more water than if hung in atmosphere with 70 to 75% relative humidity. *Result:* no wrinkling, no shrinkage.
- The CONDUCTIVITY CONTROL UNIT automatically replaces the water removed by the fabrics, so that the charged solvent maintains its original 3/10% of filtered water.

Two units in use since November of 1953.

"...eliminated 95%  
of our wet washing..."  
R. R. Katz



Mr. Harvey Frichard  
R. R. Street & Co., Inc.  
561 West Monroe Street  
Chicago 6, Ill.

Dear Harvey:

Thanks a million for 886. A greater thanks to you for extractor rinse and words cannot express my appreciation for street's conductivity control units.

As you know we have been a constant user of street's soaps since 1946. But 886 is beyond a doubt more than a soap in our plant. In fact we call it our labor saving formula. In using 886 with extractor rinse and 4% conductivity control we have not only eliminated 95% of our wet washing but we have practically eliminated digester as well and are now using digester on such a small percentage in our plant that we have eliminated our wet cleaner.

Our entire personnel wish to thank you for the co-operation and service you have extended to us in eliminating our biggest headache, reruns and wet clean.

Yours Truly,

*R. R. Katz*  
R. R. Katz, President

*Using  
Extractor-Rinse*

R. R. STREET & CO., INC.



561 W. Monroe St., Chicago 6, U.S.A.

turers explained the use of the controls they recommend. They were: Karl Rossner of Kleentest Laboratories, Roy Ross of R. R. Street & Co. Inc., Arthur Schuelke of Sanitone Division of Emery Industries, Guy Santo of Serdex, Inc., and Henry Hansen of Minneapolis Honeywell Regulator Co.

Monday morning was devoted to sales. Phil Greene, editor of NATIONAL CLEANER & DYER, led off with some remarks on basic advertising policy; Frank F. Filling, Jr., of Frank F. Filling, Lancaster, spoke on sales and promotion ideas; Walter F. Gallagher, Jr., G. H. Bishop Co., spoke on fast service as a factor in sales, and Professor Harold L. Hinman of Pennsylvania State College spoke on consumer

mental attitudes and their effect on sales. Gene Flack, advertising director and sales counsel for the Sunshine Biscuit Co., wound up the session with his usual free-wheeling message.

In the afternoon, management was the topic. Philip M. Dunn, a CPA, spoke on the importance of figures; Fred Auman, Jr., of the State Bureau of Employment Security discussed good interviewing practice; Dr. O. Hoyt Tribble of Penn State spoke on training, and Donald Peters, former NID industrial engineer and now a private consultant, talked on methods improvement.

The Tuesday morning session featured Dr. Jules Labarthe, Jr., of the Mellon Institute, who spoke on serv-

iceability and the drycleaner-retailer-manufacturer responsibility for it. Dr. Labarthe's talk was, in our opinion, the finest of the meeting, and it was deplorable that so few showed up at the session. He had some very valuable comments on how drycleaners can do a lot more than they are doing to improve serviceability standards of garments.

Sunday night's entertainment featured a "Monte Carlo" night at which everyone was handed a wad of bogus \$1,000 bills to spend at the roulette tables and other gambling devices. The cleaners went through the dough with great gusto. The annual banquet, entertainment and dance were held Monday night with an excellent show and excellent attendance. #

## Progress Stressed at Toronto

EASIER MEMBERSHIP in the Dry Cleaners Institute (Ontario) Limited is the aim of a constitutional amendment adopted at the group's sixth annual meeting, held in Toronto September 20-21. By the end of 1955 D. Hartley Currie, manager of the Institute, expects membership will have grown from its present 264 to 400. The potential in Ontario is 800.

The first of the speakers at the convention was Dr. Samuel Machlis, representing The Stamford Chemical Co. In "Trends in Our Industry" he outlined the direction the industry was going in, providing an optimistic report of its future. He expressed his pleasure at the high quality of the

drycleaning plants in the Ontario district.

G. W. Boyd, sales manager, Sanitone Division, Emery Industries, Inc., stressed in his talk on "Prelude to a Sale" the importance of building good relations between drycleaner and consumer. He underlined the necessity of drycleaners being responsible to their customers and the community.

A number of suggestions on control of moisture, solvent clarity and an efficient drycleaning room were provided by John A. Ireland, industry relations, National Institute of Drycleaning, in his talk on "Drycleaning Room Practices."

The meetings were interspersed with two cocktail parties, a dance, visits to the Central Technical School, Toronto, where special classes in drycleaning are held, visits to member plants in the city and allied tradesmen's showrooms in Toronto.

A report from Mr. Currie indicated that most drycleaners in the province have been able to secure and hold a better type of employee. He credits this partly to the increased attention by drycleaners to public relations and industrial relations.

During the past year, the most successful and progressive sessions in the history of the Dry Cleaners Institute School of Dry Cleaning Tech-



BOARD OF GOVERNORS, left to right, seated: A. Baker; A. H. Ellis, first vice-president; R. Hugh Feasby, immediate past president; J. White; Harry Fotheringham, president; A. J. Rivard; J. Snitzer, past president. Standing, first row: Harry Wambold, past president; Lorne J. Gibson; Addison Lloyd; Horace Yoteman; J. H. Allen; Charles Blume. Back row: Dave Simpson; D. Hartley Currie; Ken Gillard; Bob Reid; Lou Ranson; John Hutchinson; Jack Whaley. Board members not in picture: J. H. Gibson and L. Mendelson, life members and past presidents; George Langley, life member; R. C. Clarkson, past president; B. P. Cramer; A. G. MacNamara; H. White; Roy Williams, life member

# CONDUCTIVITY CONTROL

EXTRACTOR-RINSE & SYNTHETIC VIC

Phone 2627

**Queen City Cleaners & Tailors**  
Broadhead Rd. at W. Main Street  
ALBUQUERQUE, N.M.

2-17-54

Mr. Earl Fahey  
R.R. Street & Co. Inc.  
561 W. Monroe St.  
Chicago 6, Illinois

*Using  
Extractor-Rinse*

Dear Earl:

We've just finished celebrating our first anniversary, for it was just one year ago that we started on the 886 and the extractor rinse process. The results that we obtained far surpassed our expectations. We, like so many other plant owners immediately realized the soundness of the two-bath method. We also felt that it would be wonderful if someone would find a positive way to control moisture.

Then last June, Stan Mathews installed one of the Automatic Conductivity Controls, and the first few loads removed all doubts of its ability to maintain that "certain condition" at all times. I'm happy to report that we no longer worry about the weather conditions or the relative humidity. We get the same high quality on each and every load.

Our finishers are as happy as we are about those wrinkle free garments, and this of course has sped up the flow of work through our plant. We don't have a line full of wetcleaning to start on in the morning anymore.

Just recently we installed a Vic Rocker, and we decided once again to combine 886 with conductivity control. As you know we have started 1 Hr. service and our time is very limited, but we feel that our customers are getting the finest cleaning possible. Thanks to 886 + Conductivity.

We'd like to take this opportunity to thank you and the entire Street organization for their assistance and contribution to the cleaning industry. Especially that wonderful Conductivity Control.

Should you choose to use this letter as an endorsement or in any way that would prove beneficial to R.R. Street & Co., please feel free to do so.

Very truly yours,

*Vincent Carducci  
Anthony E. Molinaro*

Queen City enjoyed such outstanding results with Conductivity Control used with the Extractor-Rinse Process that they later purchased a synthetic unit for rush jobs which was also equipped for two-bath and Conductivity Control.

"Our finishers are as happy as we are about those wrinkle free garments"

"We don't have a line full of wetcleaning... any more."

R. R. STREET & CO., INC.



561 W. Monroe St., Chicago 6, U.S.A.

niques were held. The school, now in its fifth year of operation, has been consistent in its growth. Special classes have been formed to meet the requests of many students who have completed two years in the school. Night classes, too, have been set up. The plantowners are most enthusiastic about the school, praising the work of the graduates whom they are employing.

New president of the Institute is

Harry Fotheringham, Fotheringham Speedy Service Cleaners, Hamilton. Other officers are: A. H. Ellis, Lindsay Cleaners & Dyers, Lindsay, first vice-president; R. L. Ronson, Maple Leaf Cleaners Ltd., Toronto, second vice-president.

The Board of Governors consists of the Advisory Council, made up of past presidents, and the Executive Committee members, plus: Lorne J. Gibson, Gibson's Cleaners, Toronto;

A. J. Rivard, Blondie Cleaners, Windsor; Harvey White, Clean-Rite Ltd., Toronto; Addison Lloyd, Lloyd's Cleaners, Belleville; Jack Whaley, Jessop & Whaley, Waterloo; A. G. MacNamara, Dalex Co. Ltd., Toronto; Charles Blume, Ceebees Cleaners, Thorold; B. P. Cramer, Dutch Laundry & Cleaners, London; Howard Allen, Allen's Cleaners, Owen Sound, and Horace Yateman, Modern Cleaners, Sarnia. # #

## Iowa Holds Sales School

By LOU BELLEW

IOWA DRYCLEANERS met in Des Moines Sunday, September 12, for a one-day "Sales School" featuring several prominent speakers. Interrupted only by the noon luncheon, the meeting started promptly at 10 a.m. and lasted until 4:00 p.m.

The 201 registrants heard Les Francis, advertising manager of Sanitone Division, Emery Industries, Inc.; C. A. Daleke, vice-president, Lusterway Sales Company, and Mary Williamson, personnel director of Younkers, Iowa's largest department store.

Mary Williamson spoke at length on Younkers' methods of training salespeople to better serve its customers. She particularly stressed the close relationship between management and employees based on mutual understanding of store problems.

Mr. Daleke's slogan seemed to hinge on the phrase "Come alive in '55." His four steps to a sale rested mainly on: (1) getting the prospect's attention, (2) getting the prospect's interest, (3) developing the desire to buy, (4) action, in the form of closing the deal. These steps he summed up as one word "AIDA"—attention, interest, desire and action.

Les Francis was his usual dynamic self in spite of losing the charts he had brought along to illustrate his talk. He left the charts at the hotel registration desk, not knowing the 34th Infantry Division of Iowa was also holding a convention there—with the result that his charts wound up locked in the Des Moines Armory.

However, Les's talk suffered little since he drew some pretty good word

pictures to show the three main questions in a person's mind when it comes to selecting a drycleaner—quality, service and price. These points he discussed at length, with some interesting data from his company's latest surveys. He feels any cleaner can check his quality and prices by a simple rule of thumb: if silk volume grows, the quality of your plant is good; if your woolen volume levels off and shows no gain for a period of time, your prices may be too high. As for service, any cleaner can answer that one himself if he is honest about it.

A very successful event, with the allied trades representatives doing all they could to make it so, both before the meeting and during, just as they always do in Iowa. # #





# DUAL MOISTURE CONTROL

Street's Conductivity Process  
automatically controls

- 1 • the amount of water retained in the charged solvent...
- 2 • the amount of water removed from the charged solvent by the fabrics.

- The 3/10% of filtered water retained in the 4% solution of 886 removes more water-soluble soil than ever before possible.
- The 4% solution of 886 permits the fabrics to absorb no more water than if hung in atmosphere with 70 to 75% relative humidity. *Result:* no wrinkling, no shrinkage.
- The CONDUCTIVITY CONTROL UNIT automatically replaces the water removed by the fabrics, so that the charged solvent maintains its original 3/10% of filtered water.

Conductivity Control in use since  
October of 1953.

"...the greatest improvement  
and service to the public  
since dry cleaning came into  
existence." C. Ellery Palmer

CECIL E. PALMER  
PRESIDENT  
C. ELLERY PALMER  
MANAGER  
70-70 & 60  
EASTERN AVENUE



**PALMER BROTHERS**  
DRY CLEANERS  
LAUNDERERS  
FURRIERS



FUR STORAGE VAULTS  
DIAL 40000 INSURED  
\$500,000.00 COVERAGE

DIAL 2308-2309  
ST. JOHNSBURY, VT.

Oriental and Domestic Rugs  
Broadloom — Wall to Wall

"Distinctive Fur" — Ready to Wear  
Modern Fur Salons

December 11, 1953

R. R. Street & Company, Inc.  
561 West Monroe Street  
Chicago 6, Illinois

Gentlemen:

Too many cure-alls have been sold to the industry thru high pressure selling with little reward to the plant owners.

But R. R. Street have sure opened the eyes of every plant owner with their installation of the 4% charge and their Electronic Humidity control unit.

We are using the two bath spray rinse method and for my money it is the greatest improvement and service to the public since dry cleaning came into existence.

The 4% charge was certainly a revolutionary improvement but since the installation of the conductivity control unit every load of dry cleaning is more uniform.

Since our plant was the first in Vermont to install this latter unit, we are open for inspection to any plant owner who wishes to take the time to make us a visit.

Many thanks to R. R. Street and to Phil Dantzker for making the installation.

Very truly yours,  
PALMER BROTHERS, INC.

C. Ellery Palmer, Mgr.

*Using  
Extractor-Rinse*

R. R. STREET & CO., INC.



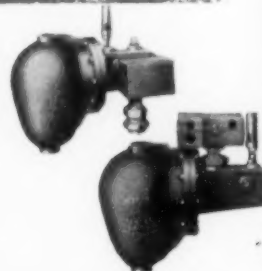
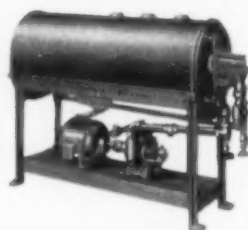
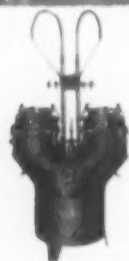
561 W. Monroe St., Chicago 6, U.S.A.

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**For 24 years,  
we've said —**



*"Consult Your*



**CISSELL**

*Consult Your Jobber*

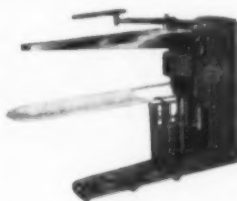
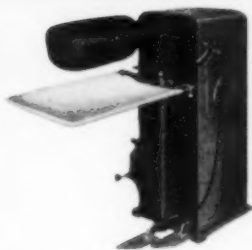
**W. M. CISSELL**

**MFG. CO., INC.**

831 E. First St., P. O. Box 1143

LOUISVILLE 1, KY.

Pacific Coast Office: 4223 W. Jefferson Blvd., Los Angeles. Foreign Distributors: Address: Correspondence: Attention: Export Dept. Cable Code: "CISSELL"



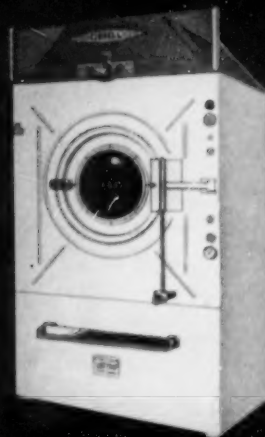
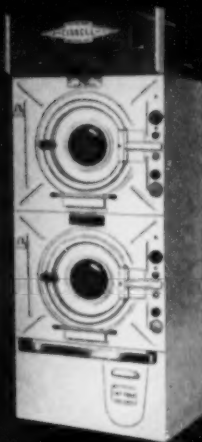
# Jobber"

**...and it goes double today!**

Now is the time when your jobber means more to your business success than ever before. He knows more about the equipment he sells; he keeps in touch almost daily with his manufacturer. Few, if any, national industries can top the laundry and drycleaning business with finer jobber organizations. Cissell will continue to say, "Consult Your Jobber."

## KNOWN AND USED THE WORLD OVER

TWIN LAUNDRY TUMBLERS • 36"x18", 36"x30", 42"x42" LAUNDRY OR DRYCLEANING TUMBLERS • GARMENT CONDITIONERS • PUFF IRONS  
SLEEVE FINISHERS • STEAM-FINISHING BOARDS • STEAM-ELECTRIC OR ELECTRIC IRONS • VACUUM SPOTTING BOARDS • STEAM-SPOTTING BOARDS • PRE-SPOTTING UNITS • SPOTTING UNITS • WATER SPRAY GUNS • CUFF BRUSHERS • HOSIERY DRYERS • GARMENT DRYERS  
IRONING BOARDS • BOILER RETURN SYSTEMS  
WATER LEVEL CONTROLS AND BOILER FEEDERS





afternoon dress  
by  
Hannah Troy...  
cleaning  
by Dow-PER

*Fine garments come through  
cleaning cycles beautifully!*

Cleaners and customers feel a new *confidence*—knowing that even the most expensive garments go through the plant *safely*, come out to the rack looking *wonderful*. Dow-PER® makes it possible! The fine dress illustrated was cleaned last month in a modern plant—at the proprietor's standard unit cost. This cleaner reported that his cleaning cycle, using Dow-PER *stabilized* perchloroethylene solvent, removed all soluble soil . . . leaving no streaks or cloudy areas. Dow-PER did the job effectively *and* economically.

Your Dow distributor can cite many operators who pride themselves on comparable results. All Dow distributors *know* the dry cleaning industry . . . and each one has been carefully selected to offer you the fullest cooperation. Your distributor's long experience, backed by the recognized authority of Dow's Technical Service Department, helps solve plant problems. He can supply the famous Dow "Manual" series, and other informative literature. And best of all: he can offer *immediate* delivery on Dow-PER. THE DOW CHEMICAL COMPANY, Midland, Michigan.

*you can depend on*  
DOW SOLVENTS



NATIONAL CLEANER & DYER



# Fall Meeting at Saranac

By JIM NOLAN

SARANAC INN on beautiful Lake Saranac was host to more than 200 laundryowners and allied tradesmen over the weekend of September 24-26. The occasion was the annual fall conference of the New York State Launderers and Cleaners Association, Inc.

A board of directors meeting was held the greater part of Friday while the rest of the members were arriving, getting settled or playing golf.

Friday night marked the official opening of the conference with a general session presided over by Val E. Dayton, president of the association. Karl M. F. Wilke told how insurance costs can be cut with the association's group program and also described a program that the Metropolitan Life Insurance Company is setting up for the benefit of the members. Safety in the plant was the subject of a talk by Jac M. Lovell of the Safety Management Co., New York.

## Costs and Sales

The theme for the general session that continued Saturday morning was "Cut Costs and Pocket Profits." Some very sound advice was given by James Dalglish of the industrial relations department, National Institute of Drycleaning. He explained how some very simple and inexpensive methods can control labor costs by reducing labor turnover. Mr. Dalglish discussed the great benefits in employee relations that can be attained by the simple expedient of treating employees with a little deference and providing them with pleasant working conditions and employee benefits.

More on this subject was provided by a panel discussion in which George J. Grasser, Wallingford, Conn.; William H. Minty, Bridgeport, Conn., and Arthur C. Rischer, Hartford, Conn., participated. Harold C. Buckelew, executive secretary of the New Jersey Laundry and Cleaning Institute, wound up the morning session with a recap of a sales promotion that was used to promote business in New Jersey laundries.

A golf tournament and other outdoor activities scheduled for Saturday afternoon were curtailed by inclement weather but members took advantage of the respite to prepare for the cocktail party, banquet and dance that

terminated the well-attended conference. Edwin W. Pearce, president of the American Institute of Laundering, was the guest of honor and speaker at the banquet.

It was decided during the board of directors meeting to hold the forty-fifth annual convention of the group next April 28-30 and May 1 in New York City. #

## Why my "Piece Control Tag and System" can save you thousands of dollars annually!



by  
M. Cornick  
President  
Lake Shore Clnrs.  
Chicago, Ill.

Are you getting ulcers due to inefficiencies in your marking, assembly and shipping departments?

Are incomplete orders, jammed assembly lines and misbaggged orders giving you nightmares?

If so, I can help you and save you money, too.

In my plant, back in 1947, I faced these "headaches" every day along with many other problems that arose from obsolete marking and assembly methods.

I decided something had to be done. We started working on a new type of marking tag which was to be the "heart" of a new system. Finally, after many months of experimentation in our plant, we perfected the "Cornick" Piece Control Tag and System.

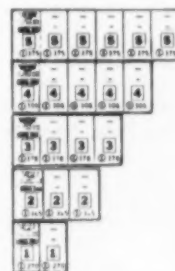
Now, I can tell you frankly, "we've got it." The System not only works, but we are enjoying many benefits we didn't even anticipate.

Other cleaners heard about the System; watched it in operation and wanted it for their own plants. Now,

several hundred cleaners are using the System regularly and they're just as enthusiastic about it as we are.

Briefly, here are some of the advantages they report: losses due to errors completely eliminated; marking and tagging costs reduced as much as 33-1/3%; assembly labor cut by 40%; assembly space sliced in half; total payroll cut by 3 to 5%.

You can get these benefits, too—whether your plant is large or small—regardless of your present marking system. Just mail the coupon below—today!



U. S. Pat.  
D-171,441

### PIECE CONTROL TAG CO.

3162 N. Broadway, Chicago 14, Ill.

Please send me your free booklet describing how the System works.

Name .....

Address .....

City ..... State .....

## ASSOCIATION NOTES

**Local Meetings:** California plantowners gathered in Santa Barbara recently for the two-day annual convention of the Associated Retail Dry Cleaners of California. President Henry A. Polk presided over a meeting of the executive committee. Other officers of the group are William C. Proper, first vice-president and convention chairman; Claude Carruth, second vice-president; E. C. Reed, recording secretary, and Jack Barton, recording treasurer.

Some 20 bankers were guests at "Bankers Night," a recent meeting of the Niagara District of the Dry Cleaners Institute (Ontario) Ltd. They heard an outline of the drycleaning business and the activities of the Institute.

At the invitation of the Maryland Drycleaners Guild, representatives of the laundry, wholesale and retail drycleaning industries met on September 16 to discuss the possibility of forming a joint council to determine the future of the drycleaning industry in Maryland.

# #

**Local Group Revived:** The Drycleaners and Laundryowners Association of Greater St. Petersburg (Fla.) has been reactivated with 19 plants as members. Elected president for the fiscal year beginning August 1 was Calvin Rogers, Rogers Cleaners. Other officers are: vice-president, John Neale McCann, Central Cleaners and Laundry; secretary, Edward Hunt, Chautauqua Launderers and Dry Cleaners; treasurer, Mack H. Glazier, Soft Water Laundry, Inc.

The board of directors consists of the officers and the following members: Michael Whitman, Blue Ribbon Cleaners and Laundry, Inc.; Ramon Ybanez, Ritch Cleaners; Charles Campbell, Pillsbury Dry Cleaners, Inc.; Earl Carde, Carde's Dry Cleaning, and Samuel T. Messner, Jr., Sixty-Minute Cleaners.

# #

**Texas Holds Fabric Clinic:** Ed Sullivan, vice-president and merchandise manager of Joske's department store, was the moderator of a recent fabrics forum held by the San Antonio Laundry Association, according to an announcement by the South Texas Cleaners & Dyers Association, Inc. Answering questions on a panel were

Tom Lawrence and Bethel Fox of the University of Texas Extension Division.

Miss Fox is also scheduled to conduct a drycleaning school, sponsored by the South Texas group, in San Antonio for the Extension Division of the University of Texas during January or February. She will be assisted by staff members of the University.

# #

**Local Elections:** At its October meeting, the Western Pennsylvania Retail Dry Cleaners' Association elected the following officers for 1955: August Gottus, president; S. Thomas Sapienza, vice-president; Nathan Siegman, secretary; Joseph Parco, treasurer. The board of directors consists of: L. K. Heller, Anthony Cuda, Vincent Galardi, J. E. DiSabato, A. J. Gerson, Irving Abrams, Saul H. Horovitz, Ralph Moore and George Mesina. The new officers will be installed at a dinner-dance scheduled for November 9.

The following members have been elected officers of the United Cleaners and Laundry Association of Memphis, Tennessee: Lehman Smith, Smith & Routh Laundry-Cleaners, president; Willie Green, Highland Heights Cleaners, vice-president; M. S. Biddle, Spic 'n' Span Cleaners, treasurer; Joseph Cortese, Krosstown Cleaners & Laundry, secretary. The board members are: Wayne Conlee, Madison Cleaners; Herman Johnson, Sampson Cleaners; Tracy Plyer, Happy Day Laundry & Cleaners; W. O. Pruette, Barclair Laundry-Cleaners, and C. W. Webb of Airway Cleaners.

# #

**News of Neighborhood Cleaners:** Cy Kleiman, secretary of the Schenectady, N. Y., chapter of Neighborhood Cleaners Associations, reports the election of the following officers for the coming year: J. Ottati, president; J. Yanis, vice-president; M. Iovanelli, treasurer, and Cy Kleiman, secretary.

More than 25 plantowners from Birmingham, Endicott and Johnson City, N. Y., attended NCA's September 20 meeting in the Arlington Hotel, Binghamton. Ed Michaels, Stamford Chemical Company, discussed charged systems of drycleaning. The other speakers were Pat Carter, who spoke on the history of the NCA, and

Frank Pollatsek, NCA executive director, whose topic was the cost of drycleaning.

# #

**News From Maryland:** Jack Matisoff, president of the Maryland Drycleaners Guild, has announced the appointment of Melvin L. Mallonee as executive secretary. Mr. Mallonee, a former newspaperman, has a background of publicity, promotion and public relations work.

In cooperation with the Maryland Tuberculosis Association, the drycleaning group is distributing a window display, a window card, counter card, automobile bumper strips and package inserts to its members to aid the Christmas Seal campaign. Guild members are scheduled to send out some 50,000 package inserts carrying the theme "Help Stamp Out TB."

# #

**Canadian Group Honored:** At the yearly convention of the Dry Cleaners Institute of Ontario the Samia Division was awarded a plaque for being the most progressive and active group of drycleaners for the past year. The award was accepted by B. F. Oliver, president of the Division.

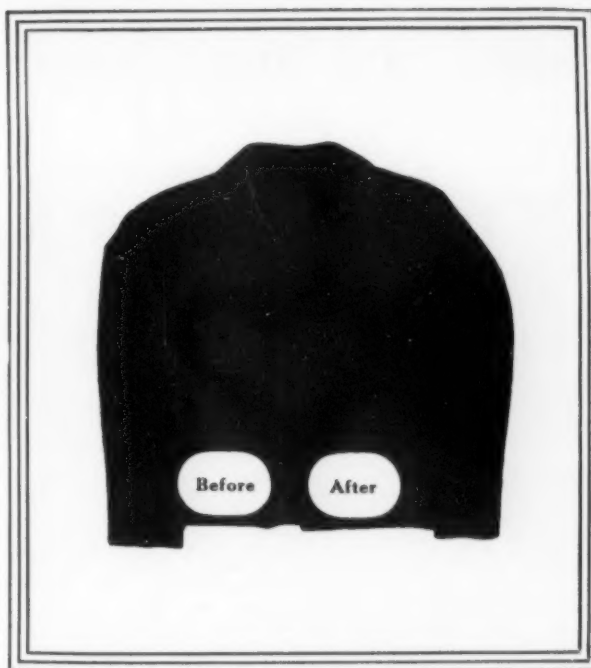
# #

**California Helps Fight Fire:** The California Drycleaners Association, Inc., arranged to distribute 1,000,000 copies of the folder, "A Cleaner Deal in Home Fire Safety," during Fire Prevention Week, October 3 to 9. The folder points out the hazards, both from fires and poisonous fumes, of home drycleaning.

During the same week every California television station planned to show 11 films on the same subject. This effort—the distribution of folders and showing of safety films—was being conducted through the State Fire Marshal's office. It was made possible by funds provided through the efforts of the California Drycleaners Association, Inc., and is said to be the greatest single effort ever put forth there to combat the hazardous activity of home drycleaning.

The California group has also announced that its next quarterly meeting and clinic is scheduled for the El Cortez Hotel, San Diego, on Saturday and Sunday, December 4 and 5.

# LEATHER RESTORED AND ENRICHED BY *Colorflex*



Superior results are obtained with the use of Colorflex in restoring grain leather garments to their original state of usefulness and appearance. This is because Colorflex is a type of leather finish used by leather goods manufacturers.

Colorflex, if correctly applied, recaptures the finish that was the pride of the tanner and dyer of the leather from which the garment was originally made.

Grain leather garments properly refinished with Colorflex will not crack or peel under any climatic condition. They retain all the

flexibility and feel of virgin leather, will not rub or crack, remain fast to light and may be dry cleaned without loss of color any more than newly purchased garments.

Colorflex is available in twelve colors, including black and white. They are mixed with water and applied with a sponge, brush or compressed air gun.

Colorflex Top Finishes are extremely flexible lacquers in gloss and dull tones, applied with air gun as a sealing coat and imparting water repellent qualities to the finished leather.

*Write for special bulletin on*  
**CLEANING AND FINISHING  
OF LEATHER**

**DISTRIBUTORS EVERYWHERE**

Established  
in the year  
**1838**

**EATON CHEMICAL AND DYESTUFF COMPANY**

1490 FRANKLIN ST. • DETROIT 7, MICHIGAN • Canadian Plants: Windsor and Toronto

*McKenzie Chemicals Eastern Ltd., Distributors in Quebec and Maritime Provinces*

## N.I.D. NEWS



**THIRTIETH MANAGEMENT CLASS**, graduated October 22, 1954, left to right, front row: Charles W. Graham, General Drycleaners, San Diego, Calif.; John B. Malkin, John Hood Ltd., Beckenham, Kent, England; R. O. N. Swain, Nannucci Bros. (pty.) Ltd., Capetown, South Africa; Harry A. Holland, Ozona, Fla.; Joseph A. Witschger, Eastern Hills Cleaners, Cincinnati; Loren B. Jellinger, Unique Cleaners, Albert Lea, Minn.; Stuart H. Bennett, Henry's Cleaners, Schenectady, N. Y. Middle row: Joseph M. Mayone, Putnam Cleaners, Greenwich, Conn.; John A. Crandall, Crandall, McKenzie & Henderson, Inc., Pittsburgh; James E. Gustafson, Portland, Ore.; Bernard Rosenblum, Miami, Fla.; Alvin E. Erbesti, Publix Cleaners, Gary, Ind.; Kenneth J. Burch, Schackert Brothers, Louisville, Ky.; David Ho Lem, Rosedale Cleaners, Calgary, Alberta, Canada. Back row: Instructors W. B. White, business administration; James B. Dalgliesh, supervisory techniques; W. L. Browne, effective presentation, and Robert A. Wheeler, production management

# #

**Eighty-Eighth General Course:** Top scholastic awards in the eighty-eighth general course of the NID went to Earl Bryce Gilbert at graduation exercises on September 24. Mr. Gilbert is on the staff of Grier Dry Cleaning and Laundry, Belmont, N. C.

Other high scorers in the 39-student class were: Alvin E. Erbesti, Publix Cleaners, Gary, Ind.; John B. Malkin, John Hood Ltd., Beckenham, Kent, England; Alvin O. Hubbard, owner of Majestic Laundry and Cleaners, Tuckerman, Ark., and Ed-



**GRADUATES OF THE EIGHTY-EIGHTH CLASS** in the general course of the NID are, left to right, first row: R. O. N. Swain, Alvin E. Erbesti, George H. Rumpf, Edward F. Skrybalo, Rodger Blanchard, Henry E. Flynt, Delmar B. Melanson, Alvin O. Hubbard, Charles W. Graham, Maria Cristina Dominguez C., Earl B. Gilbert, Henry N. McDowell, Joseph A. Witschger. Second row: Daniel W. Garstecki, Yukio Uramoto, Dean M. McCall, Murray Okun, John Ashjian, Herbert S. Rosenfeld, Jack Wagner, Peter T. Katz, Ruben Alvarez, Thomas W. Hinds, Harry A. Holland, John A. Crandall, John Baharic. Third row: Oliver H. Kilby, Jr., Virgil C. Bishop, John B. Malkin, Bernard Rosenblum, Ralph E. Simons, William J. Haus, James E. Gustafson, Harry Mooradian, Gilbert K. Darden, Delbert G. Hausenga, Robert A. Hill, Jr., Dean May, Andy B. Clements, Jr.



**TRAVELERS FROM AFAR** to the eighty-eighth general course at the NID were, left to right: R. O. N. Swain of Nannucci Brothers Pty., Ltd., Capetown, South Africa; Maria Cristina Dominguez C. of Lavanderia Felex Dominguez, Cd., Juarez, Chihuahua, Mexico; John Barrington Malkin of John Hood Ltd., Beckenham, Kent, England

ward F. Skrybalo, City Laundry, Hamilton, Ont., Canada.

# #

**NID Promotes Hoagland:** Gene E. Hoagland, NID field man for the past five years, has assumed new duties with the Institute as supervisor of the field technical service, part of the



GENE HOAGLAND

industry relations department. Mr. Hoagland will have his office at NID headquarters in Silver Spring, Md.

A graduate of the Institute's general course and management course, Mr. Hoagland, as field man, carried the services of the Institute to plants throughout the Midwest. Before he attended the Institute school, Mr. Hoagland worked in a number of drycleaning plants and operated one of his own in Vallejo, Calif.

# #

**Slogan Is Set to Music:** The drycleaning industry's slogan, "Your Cleaner Is Your Clothes' Best Friend," has been set to music by the National Institute of Drycleaning. Designed for use in a one-minute radio commercial, the recorded song is 35 seconds long; 25 seconds are left for an individual cleaner to add his advertising message as a "live" commercial announcement. The song consists of two verses sung to the tune of "Strolling in the Park One Day."

According to Bill Browne, director of public relations at NID, an outstanding vocal group in the field of commercial jingles has recorded the new song. Mr. Browne believes that the song is so written that the catchy rhythm and familiar melody will have





Beautiful home of Adelman Laundry & Dry Cleaners, Milwaukee, Wisconsin

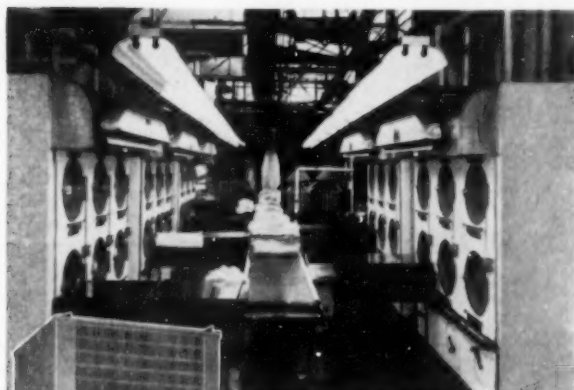
*two outstanding names in the laundry industry...*

# ADELMAN

*One of America's most modern and progressive laundries and dry cleaners, Adelman has used HUEBSCH dryers exclusively for many years.*

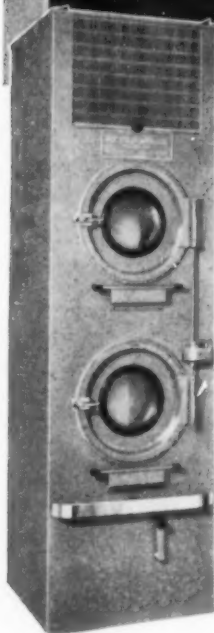
# HUEBSCH

*Inventor and world's largest manufacturer of open-end drying tumblers, HUEBSCH equipment serves leading laundry and dry cleaning firms in every part of the globe.*



View in Adelman Laundry & Dry Cleaners, showing fifteen Hubsch Twin-Cylinder Tumblers in operation.

Long a favorite for drying small loads, such as diapers, and bachelor bundles, Hubsch Twin-Cylinder Tumblers are so flexible in operation that they are also being used by many laundries for general drying service. Hubsch Twins are fast, efficient, economical. Each cylinder has a "just right" capacity of 15 pounds dry weight. A Hubsch Twin takes little space (only 27½ inches wide) yet it is ruggedly built to give years of trouble-free service. Available in steam or gas-heated models. Ask your Hubsch representative for details—or write us for information.



# HUEBSCH TWIN

HUEBSCH MANUFACTURING COMPANY Division of THE AMERICAN LAUNDRY MACHINERY CO.

3775 N. Holton Street, Milwaukee 1, Wisconsin

radio listeners everywhere humming and singing the tune to themselves.

NID member drycleaners can purchase a 12-inch vinylite disc on which there are several identical recordings of the song.

##

**Johnson Speaks to Textile Group:** "The Service Industry's View of Fabric Serviceability" was presented by Albert E. Johnson, NID director of trade relations, at a fabric styling clinic of the Textile Distributors Institute, Inc., on September 23.

According to Mr. Johnson, the service industries must look to textile manufacturers for fabrics that will dryclean and launder successfully to give customer satisfaction. And the satisfied customer is not merely one who doesn't present a claim. Mr. Johnson emphasized that customers generally do not express dissatisfactions in the form of claims or merchandise returns unless the loss is outright and sufficiently dramatic to force acceptance of responsibility. Most customer dissatisfaction is expressed in terms of lost markets.

##

"The time has come," said Mr. Johnson, "for your industry to consider the establishment of a technical unit, possibly a department of Textile Distributor's Institute, staffed with at least one capable, technically trained person with a knowledge of finishing costs, processing problems and the use of standards, which department would be available to aid the non-technical members of your industry in all these matters."

**New Literature:** Straw-like fabrics and trimmings are the subject of No. T-332 in the NID's series of technical bulletins. This bulletin discusses drycleaning, wetcleaning, spotting and finishing of this material. In addition, there is also information on pink cotton that bleeds in drycleaning.

Tests on water repellents are discussed in No. T-333, which contains the test results of the Institute's most recent evaluations of water-repellent products sold to the drycleaning industry.

In the NID's supervisory techniques series on incentives, S-23 discusses the importance of offering employees recognition and opportunity, and S-24 deals with security, how important it is to employees, and how management can give them a sense of security.

##

**Field Conferences Planned:** The following field conferences have been scheduled by the NID: November 6 and 7, Portland, Ore.; November 13 and 14, San Francisco; November 20 and 21, Los Angeles; November 27 and 28, Fresno, Calif.; December 4 and 5, Austin, Tex.; December 11 and 12, Phoenix, Ariz.

James B. Dalgliesh, NID's supervisor of management course instruction, will head the three-man team and will conduct sessions in supervisory techniques. Robert A. Wheeler, NID industrial engineer, will conduct sessions on production management, and Clarence G. Pierce, NID staff instructor, will lecture on business administration.

##

**Beta Chapter Meeting:** The season's opening meeting of Beta Chapter, NID Alumni Society, took place on September 24. Dr. Samuel Machlis of Stamford Chemical Company, the featured speaker, discussed the "Thermodynamics of Drycleaning." He covered machinery, detergency and controls. The next meeting of the group is scheduled for November 9 at Adelphi Hall, 74 Fifth Ave., New York City.

*Old Fashioned Marking Tags...*  
**Are as Outdated as the**  
*"Horse-Drawn Delivery-Wagon!"*



*Today, you need* **PRE-MARKED STRIP-TAGS**  
**to multiply your profits by**  
**cutting marking & checking costs to 50%**

**SAY "GOODBYE" TO:**

- Transposed Numbers
- Ink - Stains - Damage
- Garment Loss Claims
- Illegible Numbers
- Eye - Strain
- Messy Pads & Machines

**10-BRIGHT COLORS!**

Lot (unit) Numbers  
1 to 40 in each color.

**400 COLOR-NUMBER COMBINATIONS-**

**\$350 BOX (COLORS)    \$330 BOX (WHITE)**

1000 strips to the box-  
6 tags to the strip  
(numbered 001 to 1,000)

*Also remember* **TOKEN-TAGS**  
**FOR SPECIAL - INSTRUCTIONS**

**6 VIVID COLORS** one for each department

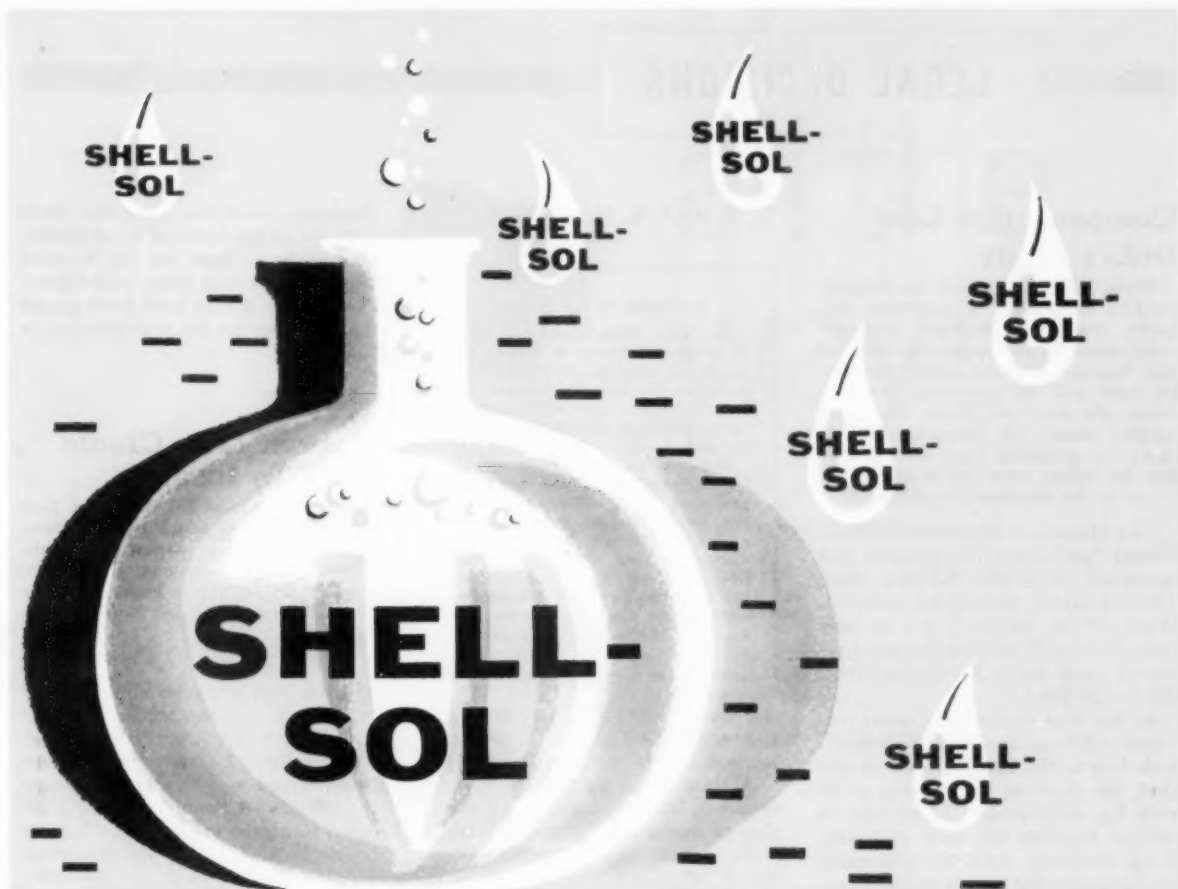
**20-separate instructions**

Let Token-Tags do it right, the first time

**PRE-MARKED STRIP-TAG CO.**  
 3232 INDIA ST., P.O. BOX 2430  
 SAN DIEGO, CALIFORNIA

*For Best Results-  
use both tags  
together!*

← **Consult your distributor or write us direct!**



## Dry Cleaning Solvent

Approved and listed by the  
National Institute of Drycleaning

Listed with Underwriters  
Re-Examination Service

**SHELL OIL COMPANY**

50 WEST 50th STREET, NEW YORK 20, NEW YORK  
100 BUSH STREET, SAN FRANCISCO 6, CALIFORNIA



## LEGAL DECISIONS

### Compensation Law Didn't Apply

While picking up a suit for cleaning from a housewife, a routeman was fatally shot by her husband, who suddenly appeared and apparently believed that improper relations existed between his wife and the routeman. Was the routeman's employer liable for death benefits under the Mississippi Workmen's Compensation Law, on a theory that the killing arose out of and in the course of the decedent's employment?

The Mississippi Supreme Court answered "yes" when the question was presented to it for the first time. (*Brookhaven Steam Laundry v. Watts*, 55 So. 2d 381.) But on later consideration of the case the court reversed itself by a five-to-four vote. (59 So. 2d 294.)

In the final decision the court reasoned: Although the routeman's duties took him to the house where he was shot, the shooting had nothing to do with his employment. There was no quarrel between the men over anything connected with the routeman's employment; the employment was a contributing factor to the routeman's being at the house, "but it was in no sense a contributing cause of the willful shooting."

The four dissenting judges thought that the employer should be held liable under the compensation law because the employment took the routeman to the house and on a theory that it would be unjust to deprive an innocent employee or his dependents of compensation in such cases, especially where the assailant's suspicions as to improper relations might be erroneous and unfounded.

### Acid Burn Liability

If a customer suffers an acid burn from contact with a garment shortly after return of the garment from a cleaner, does that prove the cleaner is liable?

No, according to the Kentucky Court of Appeals in the case of *Luckett v. Adolphus Cleaners*, 262 S.W. 2d 191.

Mr. Luckett sent a Panama hat to the defendant for cleaning and the defendant sent it to another company for the actual processing. Four or five days after the hat was returned to Mr. Luckett and he started wearing it, his forehead became blistered and

By A. L. H. STREET

#### Invitation to the Reader

In this department of *THE NATIONAL CLEANER & DYER*, Mr. Street, an attorney and author of a book on law for drycleaners and laundryowners, reviews current court decisions affecting drycleaners and dyers.

Readers are invited to submit for the author's discussion legal problems of general interest to the industry. You must rely on your own attorney for specific advice as to your rights and liabilities in a given case. But Mr. Street can help you and your attorney by citing what the courts have generally decided in similar cases.

discolored where it had been in contact with the hatband. A physician advised him to stop wearing the hat.

A chemist, after analyzing the hat, reported, "Discoloration of the skin is due to oxalic acid, crystals of which were found in the hatband and which were not thoroughly washed out after cleaning."

When Mr. Luckett sued both cleaners, the trial judge refused to permit the laboratory evidence to be read in court, the chemist having died. He ordered the jury to decide the case against the plaintiff on the ground that there was no evidence to show that either defendant was at fault.

On Mr. Luckett's appeal, the Court of Appeals approved the dismissal of the suit. This court said that the laboratory report should have been taken into consideration by the trial judge, but that it did not tend to show that the defendants were liable. Apparently both courts disregarded the statement that the acid crystals "were not thoroughly washed out after cleaning." The report dependably showed that there were crystals in the hatband *when it was analyzed*, but how they got there and whether through negligence of one of the defendants was sheer guesswork.

The high court seems to have been impressed by undisputed testimony that oxalic acid was not used in the plant where the hat was cleaned. The court said that Mr. Luckett could not establish the defendants' liability without proving breach of some legal duty to him. There was no proof that they "caused, or knew of, this

dangerous condition. How the oxalic acid got on the hatband is not shown. It may have been on the hatband when the hat was taken to Adolphus Cleaners, or it may have been placed thereon after the hat was returned to Luckett."

### Custom May Create Duty To Insure

Where a custom has developed in a community under which cleaners carry insurance for their patrons' garments, without expressly agreeing with the patrons to do so, can it become binding upon all cleaners in that community to do so?

We do not know of any case in which a high court has answered this question in a case specifically covering cleaners. But it is reasonably certain that the Pennsylvania Supreme Court would answer this question in the affirmative, because of what it decided in a case involving the liability of bookbinders. And the reasoning adopted by the court in that state would be apt to be followed in many other states. So, to be safe, all cleaners in a community should carry insurance for the benefit of their patrons when the practice has become so prevalent that the customers have a general understanding that their garments will be insured.

The alternative is to run the risk of being held liable for breach of an implied agreement to carry such insurance. This is so although in the absence of such custom or special agreement, a cleaner is under no obligation to insure for the benefit of patrons.

In the Pennsylvania case (*Pauksztis v. Raeder Blank Book, etc., Co.*, 61 Atl. 901) the company's liability for loss by fire of material entrusted to it for binding was involved. The court decided that the plaintiff should have been permitted to prove a general custom among local bookbinders to insure their customer's material, since it is the company's duty "to take every reasonable precaution for the preservation and safety" of the plaintiff's property. "Proof that it was customary in the business to insure the property of customers against fire would be of importance in determining whether the defendant had used due care in this instance."



clean...

all the  
way!

Dry cleaned... by you. Kept clean...

by International Garment Bags.

With your name and message on them,  
they advertise you

—and the extra care you take—  
all the way home!

Call your paper dealer today.

WE PRINT  
YOUR NAME HERE



**International Paper**

COMPANY

SOUTHERN KRAFT DIVISION

220 East 42nd Street, New York 17, N. Y.



SIGN OF SUCCESS is this supersign which towers 37 feet above the ground and cost its owners \$14,000. But they feel it was worth it

## Supersign Stops 'Em

New identifier helps make up for plant's poor site on busy turnpike

By HENRY MOZDZER



PEDESTRIAN VIEW shows how sign dwarfs plant. New drycleaning department is visible in windows this side of sign. Clerk will take orders if customer tools; most prefer to park and bring work in themselves

BUSY HIGHWAYS are usually regarded as fertile locations for business enterprise. But this isn't always true, particularly if the plant is set back from the building line in such a way as to be screened from oncoming traffic, or if the plant itself is inadequately identified.

Arthur Olson and Andrew Strand, co-owners of Quality Laundry in Mineola, Long Island, New York, were aware that their plant on Jericho Turnpike was just such an exception—on both scores. Until quite recently, however, they were not concerned with these drawbacks since the bulk of their volume was comprised of wholesale accounts. But when they decided to add a brand-new drycleaning department and concentrate on the retail trade, they realized that something had to be done to improve the site situation.

To solve this predicament they built a marquee over the main entrance to the building and topped it off with a massive sign. The marquee had the effect of bringing the plant out closer to the road. And it was functional, providing cover for the drive-in customer in the event of inclement weather.

The marquee also simplified the installation of the spectacular sign. To mount this 20-by-26-foot mammoth on top of the existing building would have necessitated reinforcing the structural supports of the roof; guy lines and braces would have been needed to keep it steady.

As it is, the sign is attached to the face of the building in two places to give it rigidity. The base legs supporting the marquee and sign are sunk 8 feet in the ground to provide solid footing. With these supports the sign is solid enough to withstand the full-scale onslaught of a hurricane. In fact, it has already survived two such storms which swept the area with devastating force this season.

The sign has red letters on an aqua background and is bordered in yellow. It is set perpendicular to the flow of traffic to create the maximum visual impression on the motorist. At night its effectiveness is enhanced by neon tubing which flashes on and off intermittently to light up the whole neighborhood. The complete sign cost \$14,000.

### Was It Worth It?

Judging by the customer reaction, the new sign was well worth the money spent. It is now virtually im-

NATIONAL CLEANER & DYER

# COLUMBIA-SOUTHERN® PERCHLORETHYLENE

*tops on every count!*

## EXPERIENCE

Columbia-Southern has been producing chemicals for over half a century. Personnel are carefully selected and trained.

## SERVICE

Distributors have been selected for their alertness, progressiveness, good service. There is one located near you.

## QUALITY

Manufactured to highest standards, you can always be certain that Columbia-Southern Perchlorethylene is of consistent top quality and good stability.

## FACILITIES

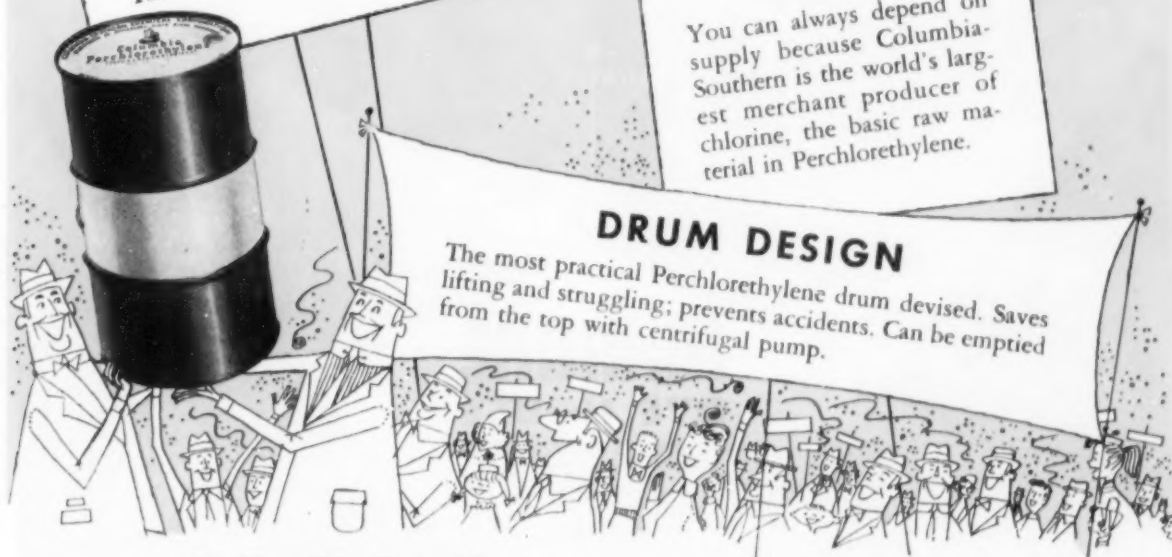
Columbia-Southern's Perchlorethylene plant located at Barberton, Ohio, is among the most modern in the world.

## SUPPLY

You can always depend on supply because Columbia-Southern is the world's largest merchant producer of chlorine, the basic raw material in Perchlorethylene.

## DRUM DESIGN

The most practical Perchlorethylene drum devised. Saves lifting and struggling; prevents accidents. Can be emptied from the top with centrifugal pump.



*See Your Distributor Now!*

**COLUMBIA-SOUTHERN  
CHEMICAL CORPORATION**

SUBSIDIARY OF PITTSBURGH PLATE GLASS COMPANY  
ONE GATEWAY CENTER · PITTSBURGH 22 · PENNSYLVANIA



**DISTRICT OFFICES:** Cincinnati  
Charlotte • Chicago • Cleveland  
Boston • New York • St. Louis  
Minneapolis • New Orleans • Dallas  
Houston • Pittsburgh • Philadelphia  
San Francisco



COMPLETE DRYCLEANING department runs across front of store. Staff of three handles approximately 200 pounds of garments per day

possible to pass the plant without noticing it. The effect of the sign on business is also measurably impressive. The plant started drycleaning from scratch in March of this year. Today, the drycleaning sideline amounts to a healthy 20 percent of the gross volume.

During this period the company put on only one direct-mail campaign to inform the customers of its new service. Whatever gains were made management attributed largely to the sign. It remains Quality's big-

gest advertising effort and it is paying off.

#### The Drycleaning Department

To make room for the drycleaning department, management cleared an area 14 feet deep along the 90-foot front of the plant and separated it from the laundry with the aid of a cement-block partition. There are two doorways to allow entrance into the laundry section and a window was built near the call-office space to let the customer inspect the back-room

operation. Approximately one-half of this 14-by-90-foot space is given over to the cleaning and finishing operations while the remaining half is set aside for storing completed orders. Almost all the drycleaning equipment is visible from outside the plant—thanks to the large windowed front.

At this writing the entire drycleaning department is operated by a staff of three employees. The counter girl accepts the garments and identifies each piece, using strip tags. When not busy serving customers, she also assembles and stores the individual orders. The cleaning room operator does the spotting and fills in on wool finishing. The silk finisher also doubles on wools as the need arises.

The major piece of equipment is, of course, the synthetic cleaning unit. It has a 70-pound capacity with a two-bath setup operating on a 4 percent charge, regulated with the aid of a conductivity control.


With this equipment and staff the company is easily able to produce approximately \$1,000 worth of drycleaning weekly, which is now about the average volume but growing constantly.

In addition to seven-hour drycleaning and shirt service, the firm also offers a one-day service on family laundry bundles. # #

SEND GARMENTS  
FOR DYEING TO

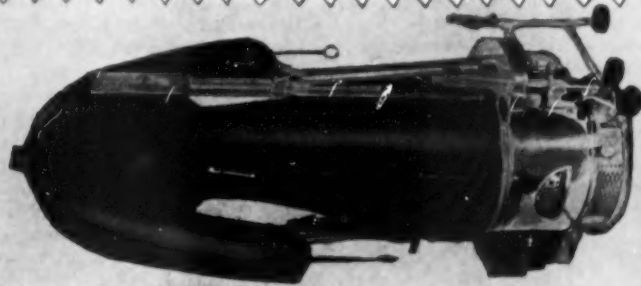
**ALMORE  
DYE HOUSE**

4412 WENTWORTH AVE., CHICAGO 9, ILL.  
Leon Teichner, President  
Continuously in Business since 1919



The Dyeing Name  
of Undying Fame





Every day more and more plant owners are accepting the fact that a multiple purpose steam-air garment finisher is a "must" for both Quality AND Production. Currently there are only two such finishers.

It's Smart to

**LOOK AT BOTH  
AND DON'T BUY EITHER UNTIL YOU DO**

*That's the sure way to get the most for your money.*

**CONSIDER THE  
UNIQUE  
SUPERIORITIES  
OF THE**

# PARIS

Check and compare these advantageous features found **ONLY** in the Paris Master finisher. They add up to better finishing at lower cost.

Ask your jobber to show you a **PARIS MASTER**. If you wish, he can plug it in any light socket; then even without steam, you can see for yourself why

**THE PARIS  
TURNS OUT BETTER WORK  
FASTER**

## PARIS

was

## FIRST

**Here are PARIS FIRSTS**  
that have since become standard features  
of modern garment finishers:

SINCE 1944—No condensate to dispose of. No Paris has ever wet a rug at any Convention.

SINCE 1945—Low overall height—5½ feet to accommodate all operators.

SINCE 1946—Easily accessible steam valves outside of machine.

SINCE 1947—The form turns so the operator can stand still.

SINCE 1951—Shoulder size instantly adjustable.

**PARIS FIRSTS that continue to be Paris exclusives:**

- ★ Automatically finishes roll sleeves.
- ★ Safely finishes all fur-trimmed & suede garments
- ★ Requires minimum floor space.
- ★ Uses minimum steam — avoids operator discomfort.
- ★ Polished stainless steel basic construction.
- ★ Built-in condenser water spray gun attachment.
- ★ Provides for an accessory dryer unit ("Wind-Whip") for wet cleaned trousers, blouses, dresses.
- ★ Controlled pressure: applies greater pressure to garments.
- ★ Faster . . . shorter steaming cycle saves seconds on every garment.
- ★ Finishes more garments with fewer touch-ups. The value of any garment finisher is in direct proportion to its expansion range. . . . From how small to how large can the nylon form fit itself to, and hence press, different kinds and sizes of garments?

## PARIS

is

## STILL

## FIRST

Write us for additional information and **PROOF**

**GARMENT FINISHING EQUIPMENT CORP.**

Exclusive Distributors for Paris Mfg. Co., 18 Brattle St., Cambridge 38, Mass.

# Booklet Pinch-Hits for Tour

*In'ormal plant visit in print  
and pictures also presents  
inducement to new customers*

A METHOD OF SHOWING its large, well-equipped modern plant without conducting personal tours was sought by Arnold's Incorporated of Los Angeles. President Ray Conley felt that customers and prospects would be interested in seeing how their clothes were cleaned, and wanted a presentation that would both make interesting reading and sell Arnold's services.

The story had to be told not just in facts and figures about plant facilities but in an unusual manner that would intrigue interest. The answer to the problem, as worked out by the firm's advertising agency, was a brochure telling the Arnold story as if it were written by a dress. The title "I Was Taken to the Cleaners" was chosen because it was expected that the double meaning, although slightly

negative, would command attention and attract curiosity.

The booklet opens with the dress doing the talking. She tells how she was expensive to buy and "the time the champagne was accidentally spilled, you can imagine how I felt with an ugly looking blotch right down the front!"

The dress goes on with her story, tells how the Arnold driver picked her up and took her to the plant. She relates her progress through the various departments, during which she meets "Lucille," a gown "out of the Tiffany's of dress shops." Lucille had been to Arnold's many times before and tells her companion about the various services offered. Miss Dress also has a chance to see the various departments functioning and tells about men's clothes, knit blocking, fur cleaning, alterations and the cleaning of household fabrics.

The story of the dress concludes with "I must say that I was taken to the cleaners and cleaned—but good."

The brochure is illustrated with sketches of the dress and photos of

various plant operations. Six of the 16 pages break away from the dress story and give pertinent selling facts about the plant and its facilities. The booklet winds up by listing all of Arnold's services and shows a photo of Ray Conley at his desk.

The booklet is not only an introduction to Arnold's plant and services but contains an inducement to action. Inserted in each booklet is a voucher check. There are two types of these. One is for prospects and offers \$1 credit on the initial order. The other is for present customers and offers a useful gift for recommending Arnold's to some friend. When the friend sends in her initial job, an attractive plastic garment bag is delivered to the customer.

The brochures are being distributed by the drivers, each man receiving his daily quota for distribution among both customers and prospects.

Arnold's had 10,000 of the booklets printed at a cost of about 22 cents each, including the two sets of vouchers. Figures for the period of February 15 to April 1 of this year, the latest available, show excellent returns from both present customers and prospects.

Of the 826 brochures with customers' vouchers distributed by the 12 drivers, initial returns averaged 11.2 percent. They ranged all the way from zero to 22.5 percent, depending upon the driver and the route. It was found, for instance, that returns were low in very exclusive neighborhoods, also where drivers didn't have or didn't take the time to present the idea properly.

During this period, 93 new customers were obtained from old-customer recommendations. (Many new customers have, of course, been won since this analysis was made.) Since Arnold's estimates that a customer spends an average of about \$10 a month, the 93 new customers alone would bring in over \$11,000 worth of business during the first year.

In building up a new route, Arnold's picked a territory several miles away from the plant, where the firm was practically unknown. One man made a house-to-house canvass, presenting the brochure and explaining the voucher. During the month of March he passed out 800 of the booklets.

According to Ray Conley, his company is averaging a 30 percent return from the virgin territory. He has built up this route from scratch to a profitable basis within 16 weeks, using no other form of advertising or publicity. Naturally, he adds, these results depend a lot upon the driver and his presentation, as well as on the follow-up calls. # #

## Get the BIG PLUS FACTOR

with the  
**NEW "VIKING  
RE-NU-IT"**  
Dry Cleaner's  
Pump



**VIKING "RE-NU-IT" KIT**

Install the "Viking Re-Nu-It" pump with steel liner, carbon graphite bearings and extra long stuffing box and you'll have a pump built to give you extra long service.

In addition, you can then have the big plus factor of the "Viking Re-Nu-It" kit. If your pump becomes worn from long or hard usage, **there is no need to remove the pump from its mountings or disturb permanent piping attached.** Merely pull out the old parts and insert the "Viking Re-Nu-It" kit in a fraction of the time it would take to install an older type pump.

Write today for bulletin A200Q on this money-saving, time-saving "Viking Re-Nu-It" pump and kit.

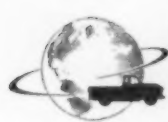
**VIKING**  
AN HONORED NAME  
IN PUMPING

See Our  
Catalog in  
SWEETS

# VIKING

## PUMP COMPANY

CEDAR FALLS, IOWA



# World's best trucks... by actual comparison!

**Most powerful low-tonnage truck engine!**



*Here's proof*

New Power-Dome V-8 delivers sensational 145 hp. . . more than any other low-tonnage truck engine

	DODGE	TRUCKS				
		F	I	G	C	
Max. HP. of leading 1/2-ton trucks	145 hp.	130-HP.	126-HP.	125-HP.	112-HP.	
HP. per cu. in. displacement	.601	.544	.524	.503	.476	

**Best truck visibility!**



*Facts prove it*

MAKE	DODGE	TRUCK F	TRUCK I	TRUCK G	TRUCK C
Windshield Area	951 sq. in.	938 sq. in.	841 sq. in.	728 sq. in.	738 sq. in.
Total Vision Area	2261 sq. in.	2103 sq. in.	1705 sq. in.	1890 sq. in.	1890 sq. in.

**Sharpest turning trucks!**

*and here's the proof...*



Make of 1/2-ton Pick-Up	No. of ft. for U-Turn
DODGE	36 3/4'
TRUCK F	37 1/2'
TRUCK I	38 1/2'
TRUCK G	41'
TRUCK C	39 1/2'

**Roomiest truck cab!**

*Here's proof!*

Make of Truck	Hip-room	Shoulder-room	Seat Height
DODGE	61 1/4"	58 3/8"	16"
TRUCK F	60 1/4"	56 1/4"	15 1/2"
TRUCK C	60"	55 1/2"	14 1/4"
TRUCK G	60"	55 1/2"	14 1/4"
TRUCK I	58 1/4"	57"	13 1/4"



# DODGE

"Job-Rated" TRUCKS

ASK US TODAY ABOUT A BETTER DEAL FOR THE MAN AT THE WHEEL!

**SAN FRANCISCO and the  
Grand National Livestock Exposition**

**Go  
Together**



**Like **STOD-SOL** and the  
**STOD-SOL Test Bundle SERVICE****



IT TAKES MORE THAN A BULL HEAD for success in the dry-cleaning business. You need a high quality of workmanship and maximum plant efficiency. Both can be yours before you say "Golden Gate Bridge" when you use STOD-SOL, and the Stod-Sol "Test Bundle" Service. This product-and-service team is a ribbon winning combination. More important, it wins *customers*. Ask your Stod-Sol distributor for details.



140 - F . . .

. . . . .

**PRODUCERS**



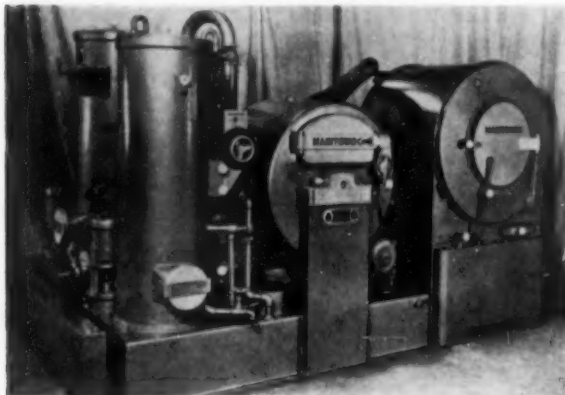
**REFINERS**

**Anderson-Prichard Oil Corporation**

**OKLAHOMA CITY, OKLA.**



### Manitowoc Features Hot-Dip Galvanizing



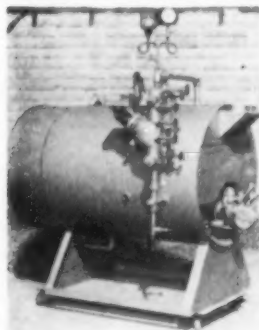
To eliminate corrosion of the washer housing of its drycleaning units, Manitowoc Engineering Corp., Manitowoc, Wis., manufacturer of the Perchlor drycleaning unit, has chosen the hot-dip galvanizing process. This process consists of applying a heavy coating of zinc to the washer housing by dipping it into molten zinc. The zinc alloys with the base metal, becoming an integral part of this metal and not merely a surface finish.

By use of the hot-dip galvanizing method the thickest prac-

tical coating is applied, according to reports from Manitowoc. The manufacturer has chosen Acme Galvanizing, Inc., Milwaukee, Wis., to do the job. The zinc surface is said not to flake or chip under the action of everyday operation.

"Hot-dip galvanizing," states Ross Wright of Manitowoc, "is the only method we know for protecting metal from corrosive action of this type. Where metal is not galvanized, exposed portions would be literally eaten away within a short period of time."

### Superior Redesigns Scotch Marine Boiler



provide 10 square feet of heating surface per boiler horsepower. According to the manufacturer's reports, scale will not bake down and cause trouble when there is enough heating surface to take care of steam demands without a hard concentrated fire. Design, construction, workmanship, material, testing and inspections of these boilers are in accordance with the ASME code.

Superior Boiler and Supply Co. has also announced that jobber inquiries are invited.

According to an announcement by Superior Boiler and Supply Co., 3406 E. Fourth St., Hutchinson, Kans., the company has redesigned its automatic Scotch marine boiler and has made new improvements.

Among the new features are: Power Mix automatic burners; higher safety factor; more hand-hole openings for easy clean-out and inspections; complete wiring and piping for inexpensive installation. The boilers

### New Milnor Water Softener

A new Milnor Hi-Flo water softener has been developed by Pellerin Milnor Corporation, 8000 Edinburgh St., New Orleans, La.

The company reports that the new water softeners have been designed with liberal over capacities and with an eye to simplicity for convenient plant operation and maintenance. Sav-

ings in washroom costs and quality of work are outlined by the manufacturer, who points out that soft water in the washroom is frequently the key to better customer satisfaction and bigger plant profits.

"The addition of Milnor Hi-Flo water softeners to our present line of Milnor washers, Milnor console units and extractors is in line with the Milnor policy to expand our offerings to better serve the washroom requirements of our industry," said Norvin L. Pellerin, president of the company.

Milnor Hi-Flo water softeners are available from Milnor franchised dealers.

### Pittsburgh Tag Stapler



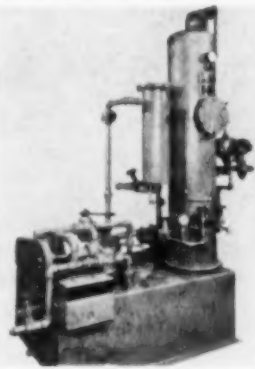
A semi-automatic general purpose stapler that operates at the touch of a fingertip on a convenient trigger has been developed primarily for the drycleaning industry by Pittsburgh Tag Co., 1120 Galveston Ave., Pittsburgh 33, Pa.

The simplified mechanism of the Arma-Matic stapler is activated by a heavy coiled spring which is cocked by depressing a lever. The device operates a standard Ace Pilot stapler. The heavy-duty spring is designed to suit the Arma-Matic for light and heavy stapling, including regular office routine work, thick reports and bulletins, folders, textiles, packaging bags and tagging clothes. The user can hold the objects to be stapled with both hands while setting off the trigger with a touch of the right thumb or forefinger.

The stapler's cast-iron base can be screwed to a desk, if desired, with the machine extending 2 1/4 inches from the edge for stapling cumbersome objects. A ledge is provided for tags up to 1 1/2 inches so that tagging and stapling can be

combined in one operation. The Arma-Matic is designed to meet all government specifications.

### Mercury Rinse Unit



A two-bath rinse tank with provisions for mounting a Mercury 50-g.p.h. still and its separate motor-driven pump on the tank is now available to all Mercury owners, according to Norbert Hackett, president of Mercury Cleaning Systems, Inc., 1817 Benson Ave., Evanston, Illinois.

According to the announcement, this latest model rinse tank has greatly simplified piping and two three-way valves for operation. It may be connected to any size or model of Mercury drycleaning unit in a few minutes with a single pipe. This rinse tank gives the choice of clarifying the rinse solvent by distillation only, although a filter may be added at any time. Special-design lint-line strainers are installed and no other tanks, piping or pumps are required.

Mr. Hackett reports that Mercury is the only two-bath rinse system listed by Underwriters Laboratories, Inc., for use with Mercury drycleaning units.

### Heat-Sealing Tapes

Cotton cloth heat-sealing tapes have been added to the Permacel Tape Corporation's line of industrial self-sticking tapes, according to an announcement by G. A. Fitzgerald, industrial sales manager of the New Brunswick, N. J., company.

The success of the company's hot-iron patches has led to the introduction of the new line for use by commercial laundries, textile and rug manufacturers. The new products are

thermoplastic-coated cloth tapes for permanently splicing and reinforcing cloth, paper, leather and similar materials. Normally applied in 5 to 10 seconds with a hot iron, the tapes are said to withstand immersion in water and commonly used solvents and exposure to temperatures up to 250 degrees.

Permacel 500 cotton cloth heat-sealing tape is available in white, navy, brown, red, light blue, pink, yellow, forest green, maroon, tan and gray for general industrial use. Permacel 501 L is especially prepared in white only for hospitals, hotels, institutions and commercial laundries.

#### International Designs New Truck Bodies



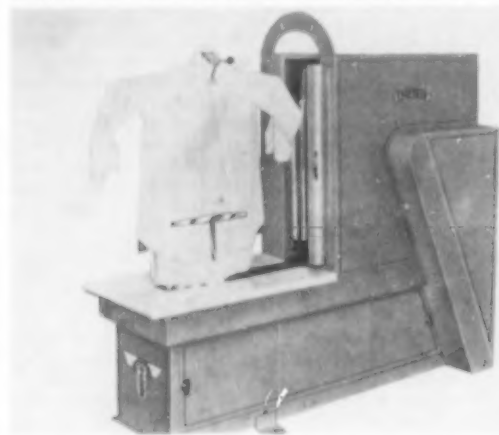
Delivery of the first of 500 International Model RME-512 multistop delivery trucks with specially designed 12-foot bodies, purchased by Railway Express Agency, Inc., has been announced by R. M. Buzard, manager of sales for International Harvester Company, 180 N. Michigan Ave., Chicago.

The new units—chassis and bodies—are being custom-built at the Metropolitan Body Company, Harvester subsidiary operation in Bridgeport, Conn. The vehicles have 500-cubic-foot capacities, 68 1/4-inch roll-up-type rear doors, extra-wide

sliding side doors, and inside body height of 80 inches for adequate walk-in clearance. An all-steel partition, with grated area behind the driver's seat, separates the truck's cargo and cabin compartments. The trucks are equipped with dome lights in cab and load areas, have adjustable, bucket-type driver's seat and provide greater visibility with broader windshields.

The new Internationals are rated at 11,000 pounds gross vehicle weight, are powered by the International Silver Diamond 220 engines and have four-speed transmissions.

#### Unipress Features New Bosom and Body Press



Ira C. Maxwell, president of The Unipress Company, has announced the development of the Unipress Glide-O-Matic one-lay bosom and body press which is featured in the company's new two-girl Glide-O-Matic shirt finishing unit.

The new bosom and body

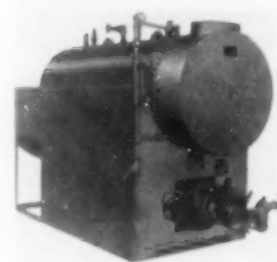
press requires only one lay to finish both the bosom and body of shirts automatically. The operator lays the shirt over the form, snaps on the collar clamp, presses the control, and the shirt moves into the press. When finishing is completed, the form automatically returns

to its original position where the neckband and tailband release for speedy removal of the shirt.

One girl operates the Glide-O-Matic bosom and body press, the yoke press and the cuff press. The second girl operates the one-lay shirt sleeve, collar press and automatic shirt folding table. This unit is also adaptable to a three-girl operation.

The manufacturer has issued a new bulletin describing the features of the bosom and body press and the two-girl shirt finishing unit. Copies of the bulletin are available from The Unipress Company, 2800 Lynedale Ave. S., Minneapolis 8, Minnesota.

#### New Columbia Boiler



Columbia Boiler Company, manufacturer of gas- and oil-fired steel heating and power boilers, has announced the availability of horizontal return tubular-type boilers that can be fired by low-cost heavy fuel oils up to and including No. 5. This unit is manufactured in size 15-25 hp. The company also manufactures HRT boilers from 2-25 hp.

This equipment features a large combustion chamber in relation to the published rating, permitting safe, economical and convenient overfiring. The construction also permits easy access to the single bank of tubes from front to back. The completely submerged tubes are said to insure longer life for the unit.

Descriptive literature and the names of distributors are available from Columbia Boiler Company, Pottstown, Pa.

#### Storage Equipment Catalog

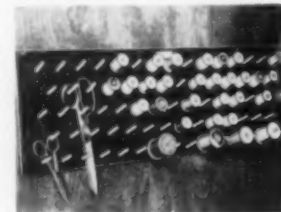
A catalog, H4, that describes new items added to its line of steel shelving, cabinets, bins, trucks, stools and other storage and maintenance equipment has been issued by Bernard Franklin Company, Inc.

The catalog includes detailed information on applications, construction and specifications

designed to help solve storage and handling problems. Complete engineering layout assistance is also offered without obligation.

Free copies of the catalog are available from Bernard Franklin Co., Inc., Dept. 17-14, Bath and Hedley Sts., Philadelphia 37, Pa.

#### Buy-Products Spool Board



A light-weight portable board that holds 72 spools of thread is being marketed by Buy-Products, Dept. 53, 21 Roslyn Rd., Grosse Pointe Shores 36, Mich.

The board is a sheet of pressed wood 24 inches long by 8 inches high. Into the board are set 72 wood pegs 2 inches long to receive spools of various sizes. The pegs are tilted upward so the spools won't fall off when the board is set or hung upright. Two cup hooks are supplied and the board has holes in the upper corners. This product is designed to keep all kinds and colors of thread handy for instant use.

#### Newhouse Introduces New Marking Pen

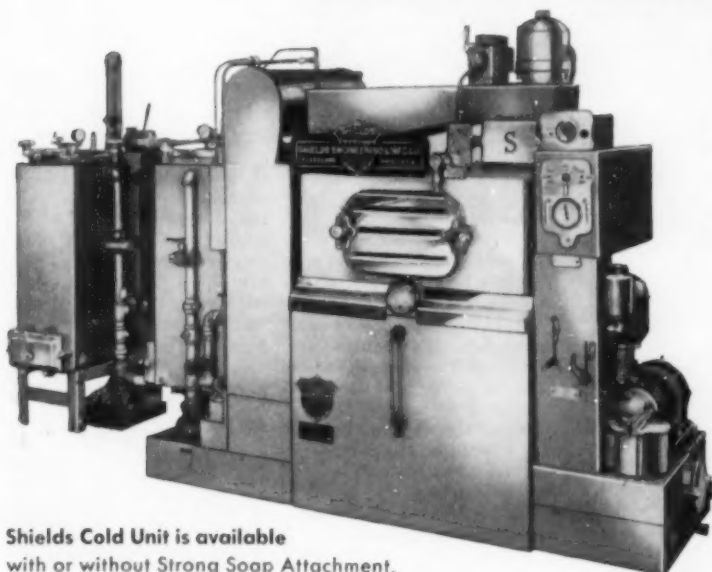


The Newhouse Company, 3827 San Fernando Rd., Glendale, Calif., has introduced the Lindy marking pen. E. J. Newhouse, president of the company, reports that the new product has several unique features.

Approved by the Bing Crosby Research Foundation, the pen is 7 inches long and has a specially designed ball point that makes a smooth, strong mark. The ink meets U. S. Government specification No. TT-1-562. According to Mr. Newhouse, the Lindy is the only pen of its kind sold on a money-back guarantee, and it was tried out and tested by hundreds of drycleaning plant and laundry operators before it was placed on the market. It is designed to write

*If it's Profits you want...*

*you want a* **SHIELDS** **SYNTHETIC DRY CLEANER AND SOLVATROL**



Shields Cold Unit is available with or without Strong Soap Attachment.

**NO OTHER UNITS OFFER ALL THESE TOP PROFIT MAKING FEATURES!**

1% or 4% Charge, the new Shields Units give you faster, automatic, thorough dry cleaning at less cost per hour.

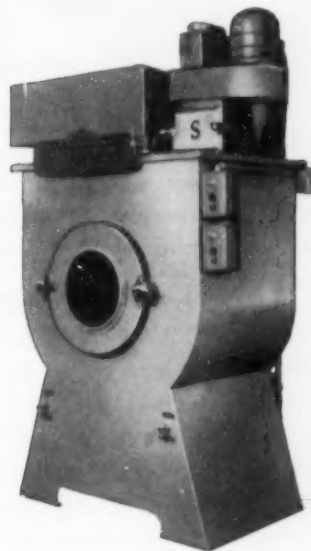
*With or Without Batch System*, you save time with Shields controlled, wash, rinse and extracting cycles that are perfectly timed for sparkling clean, odorless dry cleaning.

**Get Lower Pound-Basis Costs with Shields**

Yes, the Shields combination of Dry Cleaner and Solvatrol is fast and efficient . . . with a compact, space-saving installation that is factory-tested and delivered fully assembled (enters through 35" door opening).

**COMPARE! Find out how you can save more and profit more . . . with Shields Equipment. Write today for full details.**

- ★ **TOP VOLUME**—3 loads per hour.
- ★ **TOP SPEED**—50 pound capacity, 20 minute cycle.
- ★ **TOP ECONOMY**—over 95% solvent recovery with quick, simple operation.



50 lb. load—3 loads per Hour with the new **SHIELDS SOLVATROL**.

Double or triple your pounds per hour with the faster solvent recovery unit. Engineered, efficient, ruggedly built for versatile service. Easily pays for itself . . . can be combined with most standard equipment.



*Shields*

**ESTABLISHED 1915**

**ENGINEERING AND MANUFACTURING CO.**

273 EAST 156th ST. • CLEVELAND 10, OHIO

*\* Because it changes the air  
more frequently per minute, the*

## **42" GROSSAIR OPEN END TUMBLER**

*gives you*

**INCREASED PRODUCTION  
& PROFITS!**

**THE  
FASTEST  
DRYING TIME  
IN THE  
INDUSTRY**



\* It is designed and streamlined to the highest degree of drying and deodorizing efficiency. It incorporates every technical advance known to industry . . . plus many exclusive developments pioneered by GROSS.

Like the GROSSAIR 36" and 38" Open-End Tumbler, this piece of equipment with easily-removable, built-in air filter, is designed to balance great volumes of heat and air for drying and dissipating solvent vapors at low temperatures . . . faster . . . in less space . . . at less cost . . . than any other tumbler of comparable size.

*Write today for complete information on how to  
balance your production and increase your profits  
with GROSS equipment.*



**GROSS**  
Machinery Co., Inc.  
Founded 1923



Originators and Manufacturers of the  
World's Finest Dry Cleaning Equipment

183 HALBERT ST.

BUFFALO 14, N. Y.

more than 100,000 words. The pen is also available in a counter model with a 24-inch chain.

The Newhouse Company is the sole national distributor of the Lindy pen to the laundry and drycleaning industry. It is available through all Newhouse jobbers.

### **New Match Book Design**

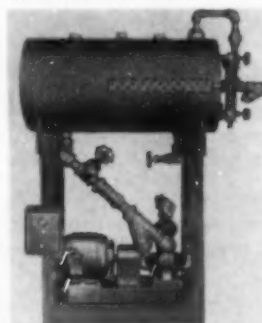


"Lucky Matches," a new type of match book that contains 15 sticks on which are printed complete poker hands, have been introduced by Lion Match Company, Inc. Players select sticks from the match book and compare hands as in a regular poker game. Any number of people may participate and any number of poker variations may be played.

Lucky Matches have space for imprinting on the front cover and also room for advertising slogans. The minimum order is a case of 2,500 match books. Specially designed covers are available for larger orders.

Further information is available from Horace Klafter, Lion Match Co., Inc., 250 W. 57th St., New York 19, N. Y.

### **Cyclotherm Preheater**



A new boiler feed system, incorporating a preheater that operates on steam from the boiler, has been added to the Cyclotherm line of boiler feed systems for use with Cyclotherm and other steam boilers. The new units, manufactured by Cyclotherm Division of United

States Radiator Corporation, Oswego, N. Y., automatically maintain boiler feedwater between 190 and 200 degrees Fahrenheit. Ranging in size from 30 to 540 gallons, the tanks will supply from 280 to 2,800 gallons of preheated water per hour.

Preheating boiler water is said by Cyclotherm engineers to lengthen boiler life by eliminating stresses caused by low-temperature feedwater entering the already heated shell. Preheating makeup water also makes it easier for the boiler to maintain pressure during peak loads and reduces boiler scale.

A perforated tube inserted horizontally in the feedwater tank is connected to the steam supply. The unit is thermostatically controlled so that steam is allowed to enter the unit only when the temperature falls below a predetermined point. A thermostatic bulb filled with a pressure-sensitive fluid controls a flexible bellows that mechanically opens and closes the valve, varying the opening or completely closing it.

### **Patent Granted to Washex**



A patent, U. S. Patent Number 2685188, relating to design features of the 100-pound open-end combination washer-extractor and to the new 65-pound Washex unit, has been granted to Steven Landon, vice-president of Washex Machinery Corporation, Brooklyn, N. Y., and assigned to the company.

### **New Boiler Treatment Introduced by McMillan**

Kemaloid, a new boiler and cooling water treatment, has been introduced by C. C. McMillan Industrial Supplies.

The product is used to prevent and remove scale, corrosion, oil deposits, foaming and priming, and embrittlement tendencies in boilers and cooling water systems. A dry powder chemical compound, Kemaloid features simplicity and ease of

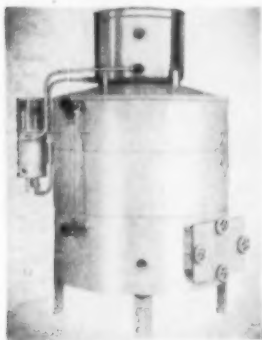


application that make its use effective without complicated testing procedures and by non-chemically trained personnel. Another advantage of Kemaloid, according to the manufacturer, is that it can be handled by any laundry or drycleaning supply house giving complete water-treating service to the smaller boiler operator. The product is guaranteed against damage to any part of the boiler and to materials under process from carry-over live steam.

Kemaloid is packaged in fiber drums up to 400 pounds in capacity.

To manufacture this product, C. C. McMillan has formed C. C. McMillan Industrial Supplies, 3912 S. W. Dolph Court, Portland 19, Ore. For the past 16 years, Mr. McMillan has been in the boiler and equipment field in the East and Midwest. He plans to appoint distributors for coverage of the United States and Canada in the near future.

#### Sec Offers New Synthetic Solvent Reclaimer



Sec-o-matic Corporation has added the new Sec Versatile Reclaimer to its line of synthetic drycleaning equipment.

This item is a three-in-one unit designed to reclaim synthetic solvent, to distill at the rate of 60 gallons per hour and

to be used as a 70-gallon storage tank.

In introducing the new stainless steel unit, Martin Schmidt, Sec-o-matic sales manager, stated that it recovers up to 95 percent of solvent ordinarily discarded as waste muck and filter sludge. He also pointed out that the combination water separator and solvent cooler are designed to eliminate garment shrinkage from hot, moisture-laden solvent.

Features of the reclaimer are Fiberglas insulation, slanted bottom and accessible door for simplified removal of waste powder, no moving parts to get out of order and a completely sealed unit to eliminate odors.

Further information on the unit is available from Sec-o-matic Corporation, 55 La France Ave., Bloomfield, N. J.

#### Unipress Advertises by the Carload



The Unipress Company, Minneapolis, took this means of calling attention to the full carload shipment of Unipress trouser units to Howard Boazman, owner of Industrial Towel Company, Dallas, Tex. Personally supervising the start of the shipment is A. J. Kwakernaat, vice-president of Unipress.

The large order, following Industrial's purchase of one unit three months before, was handled by Hugh G. Henderson Company, Dallas, Tex., a Unipress distributor. Each of the trouser units in this shipment consisted of one model C-42 and two model 1436. With the

C-42, two pairs of trousers are legged at one time, and with the 1436 two pairs are topped at one time. This combination of three machines is designed to give a balanced operation and to handle six pairs of trousers on the three presses at all times.

#### New Carman Organizations

According to an announcement by S. E. Moore, president of Carman & Co., Inc., the following companies have been organized to take over Carman branch locations:

C. R. Conley, J. Robert Conley and James R. Conley have

## WHAT ABOUT SUEDE CUSTOMERS?



YES, WHAT ABOUT THE THOUSANDS OF SUEDE JACKETS, SKIRTS, COATS IN YOUR AREA? THEY REPRESENT MOST OF THE BEST CUSTOMERS IN YOUR CITY! YOU WANT THEM, YOU NEED THEM, AND SUEDE KING CAN GET THEM FOR YOU . . .

### Profit

Yes, There's profit in it for you—Plenty. And there is nothing but profit. No headaches, no special equipment. Just bundle them up and pack 'em off to us. They'll bounce back, fresh as new, faster than you could process them yourself.

### Satisfy

Yes, You'll satisfy your customers—all of them. You'll be praised and complimented on the beautiful work. You'll find it hard to believe your own eyes when you see how lovely suedes can be refinished by Suede King.

### Increase

Yes, You will increase your business. your customers will sing your praises. You'll see an expression on customers' faces you have never seen before.—One friend tells another.—You'll find it is the best advertising you have and the only one that pays you!

### Start

Yes, Get started now. You have nothing to lose and everything to gain. We handled work for great names—McGregor sportswear, Gimble's Wanamakers, May Company and hundreds of others in every state.

#### WRITE FOR WHOLESALE PRICE LIST

- QUICKEST SERVICE
- LOWEST PRICES
- AS ADVERTISED IN—
- HOUSE BEAUTIFUL
- CHARM
- VOGUE
- HARPERS BAZAAR
- AND OTHERS



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PAT. OFF.  
1954

1311 E. STATE ST., DEPT. NC, SHARON, PA.

# SOLVINK • SOLVINK • SOLVINK • SOLVINK •

# SOLVINK

## REMOVES STAINS SAFELY IN SECONDS— NO RUBBING, NO POUNDING

Rubbing and pounding stubborn stains is harmful to even the most sturdy fabric. Now Solvink eliminates forever this harsh method of spot removal.

Solvink's penetrating action soaks out stains of ink, blood, rust, paint in a few seconds . . . makes spotting quick and easy.

And Solvink is guaranteed safe for all fine fabrics when used according to directions . . . saves time, cuts spotting costs.

Order from your jobber or write us for free sample.

One ½ pint set (2 solutions) . . . \$2.25.

Also economical pint, quart and gallon sizes.

And you can use these companion products profitably, too . . .

• **TANSOL**—for Tannin Stains

• **GREENZYME**—Digestant

• **IODASE**—for Iodine Stains

**GREENVILLE CHEMICAL COMPANY**  
P. O. Box 1087 Greenville, S. C.



• SOLVINK • SOLVINK • SOLVINK • SOLVINK •

formed Carman-Conley Inc. to take over Carman & Company, Chicago; Carman Sterne Maley Co., Chicago and Indianapolis, and Carman Sterne Maley Corp., Butler, Wis.

H. H. Virgo, Everett F. Stewart, John B. Ryan and Oliver Perry have formed Rochester Carman Supply Corporation, taking over the Rochester, N. Y., branch of Carman & Co., Inc.

John T. Lowe and a number of his employees have formed Morris & Eckels Inc., Baltimore, to take over Carman operations in Baltimore, and in Alexandria and Norfolk, Va.

John J. Reichert, Charles B. Gingrich, Roger Kane, Katherine C. Koetz and Helen F. Mulhbay have organized the new E. J. Thomas Company to handle the operations of the former Columbus, Ohio, branch of Carman & Co., Inc.

James E. St. John has taken over operation of Carman Philadelphia and will operate it under that name.

Carman Supply Company has been organized to take over the Cleveland branch of Carman Ohio, Inc. Ed Zurlinden is president, and Newton Frazee, Morris Shotwell, W. J. Edwards, Paul M. Lewis, Harley H. Evans, Sr., and key person-

nel are among the stockholders.

Five former Carman salesmen, Messrs. Feketis, Tauster, Goldstein, Isaacoff and Telster, office supervisor Bob Thoenen and several other key employees have formed C C Chemical Company, 38-30 Review Ave.,

Long Island City, N. Y., to take over the Metropolitan New York branch of the company.

The Cincinnati branch of the company has been taken over by R. W. Green, who will operate it as Carman Ohio Co., Inc., its former name.

### Sanitone District Group Visits Movie Company



Attending the Sanitone West Coast sales meeting were, left to right: Wally Noble, Alexander Film account executive; Jim Chisholm, Sanitone assistant sales manager; A. F. McGuire, R. C. Avery, Louis Daggett, R. H. Wilson, Sanitone sales engineers; Mrs. L. E. Francis, and L. E. Francis, advertising manager, Emery Industries



Also at the meeting were, left to right: Ken Phillips, merchandising manager, Alexander Film Co.; G. W. Boyd, sales manager of Sanitone; Dean Shankland, Thomas G. Durham, Blaine Lublin, Harold Chard, Sanitone sales engineers; Al Floyd, Sanitone district manager, and Max Gilbert, Sanitone sales engineer

A feature of a recent sales Sanitone Division, Emery Industries, Inc., was a trip (District III) sales force of through Alexander Film Com-

pany's studios in Colorado Springs, Colo. The film company is the producer of the movie trailers and television films used by Sanitone licensees to advertise their drycleaning service.

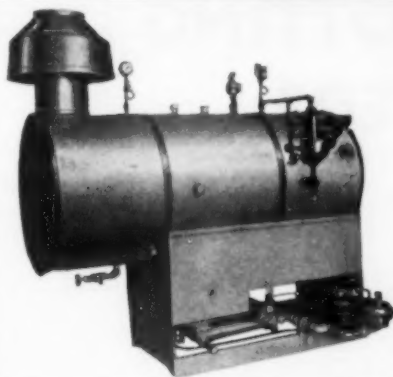
The sales conference was devoted to exchanging information designed to help Sanitone engineers better serve their clients in the fields of process, advertising and operating efficiency.

Representing Sanitone headquarters were the following executives of Emery Industries, Inc., Cincinnati: G. W. Boyd, sales manager, Sanitone Division; L. E. Francis, advertising director of Emery Industries, and J. S. Chisholm, assistant sales manager, Sanitone Division.

### Solvay Names Aubel

Appointment of V. W. Aubel, Jr., to the post of manager of the Philadelphia sales branch of Solvay Process Division, Allied Chemical & Dye Corporation, has been announced by H. F. Merritt, vice-president. Mr. Aubel succeeds the late C. M. Peterson.

In assuming his new duties Mr. Aubel will supervise Solvay sales activities throughout



## GAS BOILERS

Vertical tubular  
Vertical flueless  
Portable horizontal

## OIL BOILERS

Vertical tubular  
Vertical flueless  
Portable horizontal

Fully automatic units including boiler feed or complete return systems. All boilers ASME Code & National Board.

**37th Year**

Over 10 sq. ft. heating surface per H. P. all sizes of HRT's.

**P. M. Lattner Mfg. Co. Cedar Rapids, Iowa**

Dealers & Distributors most everywhere

Virginia, Maryland, Delaware, southern New Jersey and eastern Pennsylvania.

### Tull Joins Johnson



IVAN M. TULL

W. N. Johnson, owner of Johnson Equipment Company, San Antonio, Tex., has announced the appointment of Ivan M. Tull as sales representative for central and south Texas. Mr. Tull has, for many years, represented a prominent manufacturer of drycleaning and laundry equipment in this territory and is well known to Texas plantowners.

Mr. Tull's wide background in the industry, including the design of plant layouts, should be of great value in his new post.

### Davies-Young Reports On Consumer Promotion

The first 30 days of promoting "lint-free, cling-free" drycleaning to the public have been an outstanding success, according to John R. Young, sales manager, Buckeye Drycleaning Division, The Davies-Young Soap Company, Dayton, Ohio.

Sponsored in behalf of drycleaners who use Clean-Charge synthetic detergent, the pro-

motion has centered on an advertisement in *Life* magazine. A complete promotion kit and additional consumer advertisements are also planned.

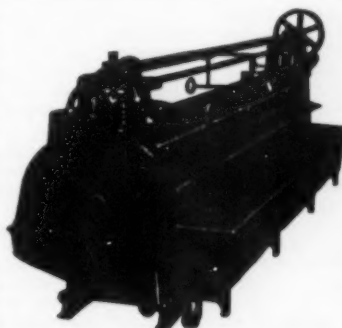
"Our field reports indicate that those drycleaners who have used this promotion kit are enjoying substantially increased business," Mr. Young said, adding that billboard, newspaper and radio advertising and local publicity on the campaign are paying off for cleaners throughout the country. "All reports indicate that, where the cleaner has followed up the tremendous impact of the *Life* ad by informing his customers that he provides 'lint-free, cling-free' cleaning, he has been able to capitalize on this promotion. This has affirmed our original idea that if the general public knew of this new type of drycleaning they would buy it."

### Hoffman Moves Production

The U. S. Hoffman Machinery Corporation has announced through its president, Hyman Marcus, that henceforth all production of Hoffman presses, drycleaning machinery and laundry equipment will be centered in Wilkes-Barre, Pa. According to Mr. Marcus, this marks the most important improvement of production activity in the 49-year-old history of the company.

"The new operation," Mr. Marcus declared, "will enable the U. S. Hoffman Machinery Corporation to add many new products to those already established in the five present divisions of the corporation. We will thus be able to branch out into other industries not now served by Hoffman." He added that the Thompson Road factories and foundry in Syracuse, N. Y., will continue to operate at their present locations.

The major reasons for the new production program in

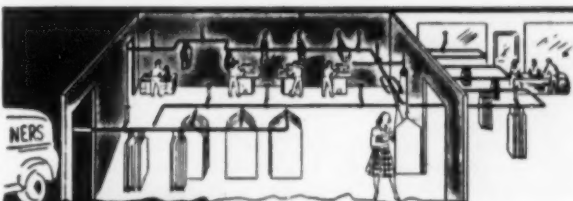


## The Bertsch Rug Wringer

Before enlarging your plant to handle that increased volume, investigate the BERTSCH Wringer. It will more than double the volume of your present plant and will cost less than a new scrub floor or a new dry room.

**BERTSCH & CO.**

CAMBRIDGE CITY  
• INDIANA •



SAVE UP TO 50%  
on HANDLING  
COSTS

FREE BOOKLET  
SHOWS HOW!



**FREE!**

ILLUSTRATED  
INSTRUCTION  
FOLDER

Simple installation procedure shown step-by-step! Shows how you can install it yourself, using wrench and screwdriver.

**White**

## CONTINU RAIL OVERHEAD RAIL SYSTEMS

FOR COMPLETE & PARTIAL SYSTEMS

- We provide the inexpensive patented fittings . . . priced as low as 75c each.
- You provide your own 3/4" or 1" ordinary pipe.
- You install-it-yourself. No welding . . . No threading . . . No machining!

Free planning service!

### MAIL COUPON TODAY!

Without any obligation to me, please send complete information on CONTINU RAIL Overhead Rail Systems.

Name of Firm .....  
Address .....  
City ..... State .....  
Name .....  
Jobber .....

**MACHINE COMPANY Inc.**

14th St. & Lafayette Ave., Kenilworth, N. J.

# CAN BOARD SPOTTING BE ELIMINATED?

This is too much to expect considering the condition of some garments received by drycleaners, but you would be surprised how many garments come out perfectly clear with a fog-detergent treatment when it seemed that nothing short of wetcleaning would do the job and, naturally, the drycleaner saves more in spotting, wetcleaning and finishing labor than cost of the operation with a faster flow of work through the plant.

The FOG SYSTEM is almost a MUST for the quick-service cleaner who fogs and prespots ahead of the regular drycleaning process so that practically everything goes through the first time and you will appreciate this big advantage whether operating on a quick-service basis or otherwise.

The FOG SYSTEM has another big advantage in that it can be taught to an inexperienced operator in a short space of time and it is usable on nearly all classes of materials with safety to fibers and colors.

The FOG SYSTEM also produces results far beyond what is possible in ma-

chine cleaning with a high detergent charge and use of an extraordinary amount of water; besides, it eliminates wrinkles, shrinkage, color transfer and other difficulties which are common with the high detergent charge and trying to make machine drycleaning a wetcleaning process at the same time.

With the FOG SYSTEM the drycleaner puts a detergent and water solution where and when it is needed and it is not necessary to add any water in the machine cleaning operation; besides, machine cleaning is done with not more than 1% of drycleaning detergent in the solvent, which means no special equipment or separate rinse is necessary.

I am talking about RIVERSIDE'S TERGIT FOG and SPOTTING SYSTEM which is an original RIVERSIDE contribution to the industry for practical elimination of wetcleaning and board spotting which has been in successful use for several years and proof of its merit is that it is being imitated. In addition to its extraordinary clearing and spot-removing properties, TERGIT also contains a powerful and harmless

germicide and deodorant and it destroys perspiration and other obnoxious odors without leaving an odor of its own.

Remember! TERGIT will take the "bugs" out of the high-charge, high-water machine cleaning system, help to do a better job with far less spotting and wetcleaning and with a saving in finishing labor.

Many cleaners using the TERGIT FOG SYSTEM say they have never seen such wonderful results and you can prove it for yourself at our risk for we will ship you, prepaid\*, a case (4 gallons) of TERGIT, which makes 48 gallons of FOG and SPOTTING solution, also simple instructions that anyone with common sense can follow. Billing through any RIVERSIDE distributor and the charge will be cheerfully cancelled if you are not satisfied for any reason. You can't lose!

Riverside Manufacturing Company, 4919-27 Connecticut Street, St. Louis, Missouri.

\* This freight prepaid offer expires November 30, 1954.

## PAID ADVERTISEMENT

Wilkes-Barre are the nearby sources of supply for raw materials, a more convenient location for distribution of finished products and improved production facilities in general.

Mr. Marcus also revealed that none of the other U. S. Hoffman plants in this country or abroad will be affected. The

company maintains other plants in Solvay, Auburn and Poughkeepsie, N. Y., and Scranton, Pa., as well as Argentina, Canada, Germany, Switzerland, Holland, Belgium, France, Sweden, Union of South Africa and Cuba. The main office is at 105 Fourth Avenue, New York City.

Colony Cooperative Bank, Providence, following the hurricane. This is the second time the company has served the banks in such an emergency, the first being after the 1938 hurricane.

## International Appoints

The appointment of Ross R. Worthington as sales manager of the Bagpak Division, International Paper Company, New York, has been announced by A. A. Scholl, Division manager.

Mr. Worthington succeeds Roy L. LaMarche, who is retiring as sales manager after 50 years of service. He will continue to serve part time in an advisory capacity, according to Mr. Scholl.

## Lewis National Clinic

A two-day laundry and drycleaning clinic has been scheduled for Saturday and Sunday, November 6 and 7, by Lewis National Corp., Dorchester, Mass., in Boston's Hotel Bradford.

Like previous clinics, this will be a see-it-in-action show with many of the machines in actual operation. This should be especially helpful to plantown-

ers, reports the Lewis company, because of the improvements and new models in equipment developed during the past year. Twenty manufacturers are expected to have exhibits. There will also be forums each afternoon with speakers from the allied trades and question-and-answer periods.

## Carman-Conley Names Rudenberg to Chicago Post



WALLACE RUDENBERG

C. R. Conley has announced that Wallace Rudenberg has joined Carman-Conley, Inc.,

## Bankers Call on Pantex Presses



As an aftermath of the recent visit of hurricane "Carol," the worst storm to hit New England in many years, the Pantex Manufacturing Corporation of Pawtucket, R. I., was called upon by several banks in the Providence-Pawtucket area to supply presses and steam gen-

erators to dry out currency, bonds and other important documents that had been immersed in water-flooded vaults.

Pantex soon had batteries of presses in operation for a quick pressing and drying job. Pictured above are two Pantex presses at work in the Old



Chicago, and will call on dry-cleaners and launderers in Chicago and its suburbs. Mr. Rudenberg was formerly connect-

ed with Carman Sterne Maley Company. Mr. Conley reports that his background and experience will serve him well.

#### O'Brien Opens Drycleaning, Laundry Equipment Office



The formal opening of the office and warehouse of Frank O'Brien Specialties, 419 W. Columbia St., Orlando, Fla., was held on September 19, according to an announcement by Mr. O'Brien. Visitors to the open house included local association members and a good number of out-of-town cleaners and launderers.

Mr. O'Brien was formerly the

Florida representative of a prominent equipment manufacturer.

#### Diamond Promotes Two

Diamond Alkali Company has announced the promotion of two sales representatives.

Kemble S. Lewis, for the past two years assistant branch manager of Diamond's Chicago

sales office, becomes sales manager of the Plastics Division. He will be responsible for polyvinyl chloride resin sales, reporting to A. L. Geisinger, vice-president and general manager of the division.

Succeeding Mr. Lewis in Chicago is Olin Smith, who has been a special staff assistant in the Cleveland sales department since May 1953. He will report to E. J. Mills, Chicago branch manager.

#### Geigy Absorbs Alrose Drycleaning Staffs

As of September 15, the drycleaning sales and technical service staffs of Alrose Chemical Company were absorbed by Geigy Industrial Chemicals, a new division of Geigy Chemical Corporation, organized to promote the industrial sales of Alrose and Geigy products. Alrose Chemical, part of the Geigy organization since 1949, will continue to operate as a manufacturing division.

Headquarters for the drycleaning department of Geigy Industrial Chemicals will be maintained at Providence, R. I., for the present. All drycleaning technical correspondence and inquiries should be directed to

the Providence office. All shipping orders are to be sent to Geigy Industrial Chemicals, Division of Geigy Chemical Corporation, 89 Barclay St., New York 8, N. Y.

The company is well known in the industry as the manufacturer of Alrolene, the patented detergent, and Alropel DC, a water repellent and dry size.

#### Vander Stouwe Joins Eaton



CHARLES W. VANDER STOUWE

Eaton Chemical and Dyestuff Company, Detroit, has announced the appointment of Charles W. Vander Stouwe as

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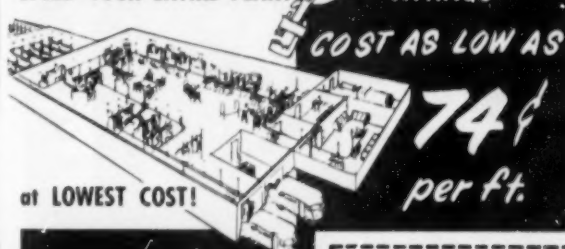
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Northwestern representative to cover Washington, Oregon, Montana, Idaho, Utah and British Columbia. Prior to his appointment Mr. Vander Stouwe completed a term of service with the Navy as an instructor in a Seattle, Wash., school.

### Hammond Machinery Heads for Milan



William S. Hammond, chairman of the board of Hammond Laundry - Cleaning Machinery Company of Waco, Tex., is shown standing beside a load of 15 Hammond washers and extractors which are starting on a trip to Italy. They are destined for the Hammond distributor, El-Pra-Do, in Milan. Another shipment is expected to leave for Madrid, Spain, in the near future.

Mr. Hammond recently returned from a six-week tour of Europe where he visited Hammond distributors and customers in France, Germany, Italy, Switzerland, Holland, England and Ireland.

### Yarnall-Waring Produces Millionth Trap



The Yarnall-Waring Company, Philadelphia manufacturer of steam plant equipment, has produced its one millionth Yarway impulse steam trap. To commemorate the event Yarway is packaging 100 of these traps in gold bags and including them at random in regular shipments. Recipients of these traps will receive special prizes.

In the photo above Ernest Williams (right), foreman of the steam-trap department, shows the millionth trap to (left to right) B. G. Waring, D. Robert Yarnall and John F. McKee.

Introduced in 1935, the impulse steam trap was invented by John F. McKee, Yarway research engineer. For this invention he was awarded a certifi-

cate of merit by Philadelphia's Franklin Institute in 1952. Continued research and development has led to additional variations of the trap for extra-high capacities, small condensate loads and extra-high-pressure trapping. In 1949 a major improvement was the adoption of stainless steel for Yarway steam-trap bodies.

### Thompson-Hayward Buys Assets of Carman Branches

Thompson-Hayward Chemical Company has purchased the assets of seven of the Carman Company branches, according to an announcement by Charles T. Thompson, president. The

combined laundry and dry-cleaning supply operations will be operated as The Carman Division, Thompson-Hayward Chemical Company.

Included are the units at Kansas City and St. Louis, Mo.; Fort Worth, Houston and San Antonio, Tex.; Rock Island, Ill., and Omaha, Neb. No change in operating personnel of the Carman units is contemplated.

The Carman Division will be headed by Charles O. Davis,

manager of the laundry department of Thompson-Hayward Chemical Company, and Robert E. Lees, president of The Carman Missouri Corporation.

According to a report by Thompson-Hayward, combining Carman and Thompson-Hayward facilities will provide better and more efficient service for the distribution of a complete line of laundry and dry-cleaning chemicals and supplies and will effect economies.

## PEOPLE AND PLACES

### NORTH CENTRAL



Mr. and Mrs. Edwin Nanstad have celebrated the grand opening of the new plant of Blair (Wis.) Dry Cleaners.

DeLuxe Cleaners, Garrettsville, Ohio, has announced the purchase of a building on Elm St. The establishment will continue to operate in its present Windham St. site as well as in the new building, after it has been renovated.

Mr. and Mrs. Edward Swider have purchased W. D. Prather Cleaners, Mitchell, Ind., and will change the name of the business to Arrow Cleaners.

Mr. and Mrs. August Hilst have bought the Bradford, Ill., dry-cleaning establishment of Mr. and Mrs. Jerry Hanchett. The business will be operated as Hilst Cleaners & Dyers.

Gigantic Cleaners has been opened at 3840 W. 95th St., Evergreen Park, Ill., by Mr. and Mrs. John Vilcauskas.

French Way Cleaners and Furrers, 413 Euclid Ave., Des Moines, Iowa, has installed new drycleaning equipment.

Sale of Modern Cleaners, Hamburg, Iowa, to Mr. and Mrs. Glenn Halcomb has been announced by Mr. and Mrs. Bill Dollar.

Stony Island Cleaners, 724 E. 87th St., Chicago, Ill., has bought new drycleaning equipment. Herman and Joseph Moller are the owners of the business.

The opening of the remodeled plant of Bair's Dry Cleaning at 940 W. High St., Mt. Vernon,

Ohio, was held recently. Basil Bair and William E. Hayes, the owners, have also installed new equipment.

C. E. Whitson and Victor Dobbs have opened Swan Cleaners at 156 E. Washington St., Shelbyville, Ind.

Claude F. Wyant, proprietor of Wyant Cleaning Co., Greensburg, Ind., has sold his business to Gerald DeMoss.

Mr. and Mrs. Dick Schulz have opened Sunbright Cleaners in Lawrenceburg, Ind.

Mr. and Mrs. Virgil Weaver have announced the sale of their Cuba City, Ill., drycleaning business to Mr. and Mrs. J. C. Eisele.

William Mastroni has taken over the operation of D-I Cleaners, W. Lincoln Way, Minerva, Ohio, from Harvey Houze. Mr. Mastroni is a graduate of the NID.

Richard J. Bedwell has opened a new drycleaning business in Nashville, Ind.

Riley's Drive-In Cleaners has opened at 340 S. Main, Jackson, Ill.

Superior Drive-In Cleaners-Laundrers, Benselae, Ind., recently held its grand opening.

Sidney Morgan has opened Sid's Drive-In on Route 136, E., Rantoul, Ill.

George T. Panscik, proprietor of Ontonagon (Mich.) Cleaners and Laundry, has added a new rug and carpet cleaning depart-

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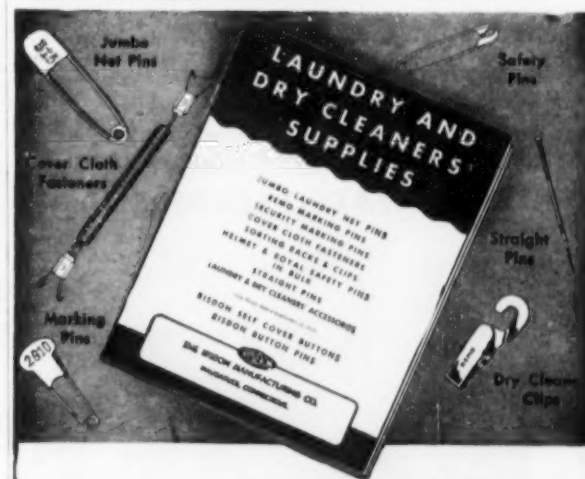
tached on both sides of pad to insure an even tension over entire surface when pad is installed. This smooth tight overlap will give you quicker vacuum and steam action.

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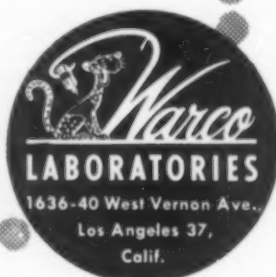
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ment and has installed new shirt finishing equipment.

**Pressner Cleaning and Shoe Repair Service** recently held its grand opening at its new location, 121st St. and Kelly Pl., Whiting, Ind.

**Clyde Husmann**, who has managed Kappelin Cleaners, Oregon, Ill., for the past year, has bought the business and has changed its name to Husmann Cleaners.

**Robert M. Dixon** has announced the opening of D and M Cleaners, 1017 16th St., Bedford, Ind. He has installed new equipment.

**Marion and Stuart Shiffrin**, owners of Marvel Cleaners, Inc., have leased a store at 2519 Gilbert Ave., Walnut Hills, Cincinnati, Ohio.

**Demaree Cleaners** has opened at 160 W. Mill St., Bloomfield, Ind.



**SOUTH WEST**

**Plans to open a branch plant** in Fillmore, Calif., have been announced by Wellman Sanitone Cleaners of Santa Paula. The branch, located at 513 Sespe Ave., will be managed by Gene Wellman.

**Louis and Anna Gross** have given notice that they intend to sell De-Excel Cleaners & Laundry, 5764 Rodeo Rd., Los Angeles, Calif., to Richard G. and Dorothy Mae Mouri.

**Peter Stein** has opened Peters Cleaning and Tailors at 14002 Ventura Blvd., Sherman Oaks, Calif. The firm was formerly located in Hollywood.

**Tom Matsushita** has announced plans to sell T. M. Cleaners, 3618 W. Washington Blvd., Los Angeles, Calif., to Hiroshi Harako.

**New equipment** has been installed in Baumann Cleaners, S. Main St., Perryton, Tex., by Lester Baumann.

**Jewell Patton** has renovated Crawford (Tex.) Cleaning & Pressing and has installed new machinery.

**Jess Johnson of Johnson Cleaners**, Farmersville, Tex., has added a laundry to his establishment.

**Dale and James Waugh**, brothers, have announced plans to open a drycleaning plant in Seagoville, Tex.

**Shamrock Cleaners** of E. Fairgrove Ave., Puente, Calif., has added an automatic laundry.

**Mr. and Mrs. Fred Eichert**, owners of Marine Cleaners, Goleta, Calif., have purchased the building in which their plant

is located from Mr. and Mrs. Eddie Hide.

**M. M. Mancill** has opened Mancill's Cleaners at 1002-C 11th Pl., Big Spring, Tex.

**La Lone Cleaners**, operated by Julian and Dorothy La Lone at 82 W. Sierra Madre Blvd., Sierra Madre, Calif., is being remodeled. New drycleaning equipment is also being installed.

**Vernon Davis and his son, Leon**, are the new owners of Bang Cleaners, Terrell, Tex. The Davises have remodeled the plant and have installed new equipment.

**Hallie Chapman and Bill Lane** have installed new equipment in Service Cleaners, Haskell, Tex.

**Opening of French Cleaners and Laundry** at 548 W. Central, La Habra, Calif., has been announced by Doris and Earl Ryan.

**Mark Cleaners**, 536 Fifth St., Gustine, Calif., formerly owned by C. N. Mark, is now operated by Mr. and Mrs. Albert D. Moore.

**Mr. and Mrs. F. O. Elsbach** have moved Little Frenchman's Dye Works to the new Community shopping center at 2400 Sanger Ave., Waco, Tex.

**Market Valet Service** has opened in Mayfair Market, 8725 S. Broadway, Los Angeles, Calif.

**Fashion Cleaners**, Midland, Tex., owned by James McCain, has opened its third branch, at 410 Andrews Highway.



The fifth store of Paramount Cleaners has been opened, in the 1900 block East Olive St., Compton, Calif.

Live Wire Cleaners of Laguna Beach, Calif., has been purchased by Cady Hall.

John R. Cousins has opened John's Cleaners at 231 Riverside Ave., Roseville, Calif.

Clete Harrison has announced the opening of Harrison Cleaners at 109 S. Center St., Grand Prairie, Tex.

## DOMINION of CANADA



Gillard Cleanit Service has opened its fifth branch, at 299 Simcoe St., S., Oshawa, Ont.

Osisko Dry Cleaners Ltd. has opened a new plant in Noranda, Ont. Come Lanfreniere is the owner of the business.

Roy Payne and George Moore have opened Harmony Cleaners on McGill St., Marmora, Ont.

Marcel Martin has opened Martin Cleaners at the corner

of William and Church Sts. in Sturgeon Falls, Ont.

The new plant of Williams Lake (B. C.) Dry Cleaning on Oliver St. was opened recently by Tony Kallaur. Mr. Kallaur held open house to celebrate the event.

Lakehead Cleaners, 70 S. Cumberland St., Port Arthur, Ont., has been remodeled and new equipment has been added.

## NORTH EAST



Surf Cleaners, Broadway and Liberty St., Long Branch, N. J., has opened, according to an announcement by Milton Feldheim, manager.

Real French Cleaners, Hummel's Wharf, Pa., has opened a new store in Williamsport, according to an announcement by Henry Borchardt, proprietor.

Kent Cleaners has leased space for a new store in the White-stone shopping center, Cross Island Parkway and 154th St., Queens, N. Y.

Art's Cleaners has moved to a new location at 17 Elm St., North Attleboro, Mass. Arthur Fong is the owner of the establishment.

Mrs. Pearl Schmoyer has reopened Schmoyer's Dry Cleaners in Boyertown, Pa. Her son, Gordon, is assisting Mrs. Schmoyer in the business.

Carol Cleaners, 69-60 188th St., Flushing, N. Y., has installed new shirt finishing equipment.

Mr. and Mrs. Alvin R. Hyde have purchased the interest of their partners, Mr. and Mrs.

Leonard J. Fuller, in Columbia Cleaners, Berwick, Pa.

Albert Duriscoe is modernizing his drycleaning plant on Route 22 in Export, Pa. He is also planning to install some new equipment.

The sale of Grand Cleaners, 40 N. Grand, Cobleskill, N. Y., to Anthony Giliberto has been announced by Donald Hess.

Francis C. McCarthy, owner of Mac's Cleaners, Chapin St., Canandaigua, N. Y., has moved his plant to a new location on N. Main St.

The opening of Ajax Cleaners at 5609 Roosevelt Blvd., Philadelphia, Pa., was celebrated recently.

Jeffie Waldrip and John Bauer have purchased Lockwood's Dry Cleaners, W. State St., Olean, N. Y. Mr. Waldrip is a graduate of the NID.

The ninety-first store in its chain has been added by Taft Cleaners, Inc. The new branch, located at 128 Elmora Ave., Newark, N. J., is being renovated.

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Prevents Formation of  
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DOCTOR BOILER is a scientific solution which may be introduced into boiler water under normal operating conditions. It is not a corrosive chemical and it discourages corrosion. It has proven anti-foaming properties and also tends to lubricate internally water level controls and traps. It will not injure hands or damage clothing. DOCTOR BOILER comes to you ready-mixed and requires no preparation whatever.

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STATEMENT REQUIRED BY THE ACT OF  
AUGUST 24, 1912, AS AMENDED BY THE ACTS  
OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39,  
United States Code, Section 233)

SHOWING THE OWNERSHIP, MANAGEMENT, AND  
CIRCULATION OF *The National Cleaner & Dyer*, published  
monthly at Lancaster, Pa., for October 1, 1954.

State of New York ss.

1. The names and addresses of the publisher, editor, managing editor and business manager are:

Publisher, The Reuben H. Donnelley Corporation, 304 East 45th St., New York 17, N. Y.  
General Manager, Edward B. Wintersteen, 304 East 45th St., New York 17, N. Y.  
Editor, E. Phillips Greene, 304 E. 45th St., New York 17, N. Y.  
Managing Editor, Miss Galina Terr, 304 E. 45th St., New York 17, N. Y.  
Business Manager, John J. Martin, 304 E. 45th St., New York 17, N. Y.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as those of each individual member must be given.)

The Reuben H. Donnelley Corp., 304 East 45th St., New York 17, N. Y.  
Northern Trust Company, Chicago, Illinois, Trustee of Fund A under the will of Reuben H. Donnelley deceased.  
The Northern Trust Co., David L. Harrington and Charles C. Haffner, Jr., as Trustees under agreement dated January 24, 1946, with Thorne Donnelley, Chicago, Illinois.  
First National Bank, Chicago, Illinois, Trustee of Fund B under the will of Reuben H. Donnelley deceased.  
Thomas E. Donnelley, Chicago, Illinois.  
Curtiss E. Frank, Bronxville, N. Y.  
David L. Harrington, Flossmoor, Illinois.  
Harold P. Harper, Kensington, Md.  
Harry W. Warner, Flossmoor, Illinois.  
Elliott Donnelley, trustee under Gaylord Donnelley Trust Agreement, Chicago, Illinois.  
Albert M. Andersen, Flossmoor, Illinois.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear on the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (This information is required from daily, weekly, semiweekly, and triweekly newspapers only.)

E. B. WINTERSTEEN,  
(Signature of General Manager)

Sworn to and subscribed before me this 16th day of September, 1954.

ANNE L. DeMARINIS  
Notary Public, State of New York  
No. 41-0914700

Qualified in Queens County  
(My commission expires March 30, 1955)

Certificates filed with New York, Bronx, and Kings County Clerks.  
Term expires March 30, 1955.

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## SOUTH EAST



T. J. Zimmerman, owner of the establishment. Mrs. Edith Odorless Dry Cleaners, Arcadia, Fla., has announced the sale of his business to Mr. and Mrs. Layden B. Wood, Jr., is secretary of the concern. Mike Pooser.

Mr. and Mrs. Edwin Brown have taken over Bob's Cleaners in Fort Walton, Fla.

Barlow (Ky.) Cleaners has installed new finishing equipment, according to J. D. Hopkins, the owner.

W. B. Wiltshire has taken out a permit to build a drycleaning plant at Cleveland Ave. and Jackson St., Fort Myers, Fla.

A new branch of French Benzol Cleaners Laundry has been opened at 258 Washington Ave., Homestead, Fla.

Kings Drive In Cleaners, formerly Branton's Cleaners, is now open on S. Bay St., Eustis, Fla.

David W. Cole is building a new plant for Cole's Drive-In Cleaners at Third St. and Seventh Ave., N., Jacksonville, Fla.

Layden B. Wood, president of Pride Dry Cleaning, Inc., 304 Oakley Ave., Lynchburg, Va., has announced the opening of

Construction is under way on a new building at 203 Falls Rd., Rocky Mount, N. C., to house One Hour Martinizing, Inc.

## NORTH WEST



Mr. and Mrs. Don Parson have established a drycleaning plant at 2309 Third St., Tillamook, Ore.

nounced by Jay and Brenda Darrington. The new owners are Stanley Smith and Len C. Longanecker.

Cleva Hunt, owner of Canby-Oregon City Cleaners, has announced the opening of Oregon City (Ore.) Dry Cleaners at 1419 Washington St.

B. T. Johnson, F. J. McLaughlin and George W. Glueckert have bought Crescent Cleaners, 2101 Second Ave., N., Great Falls, Mont., from Mr. and Mrs. Leon Dufrense.

Mr. and Mrs. Melvin Brinkmayer have taken over the cleaning establishment formerly operated by Mr. and Mrs. Al Schaeffer in Steel, N. D.

Jessie and Roy E. Purcell have purchased Quincy (Wash.) Cleaners from Wilbur Burgeson.

Sale of Park Avenue Cleaners & Tailors, 828 S. W. Park Ave., Portland, Ore., has been an-

Mr. and Mrs. Ed Isensee, owners of Cascade Laundry and Cleaners, have announced the

purchase of Standard Cleaners, 1409 Esplanade, Klamath Falls, Ore., from Mr. and Mrs. Jack Starbuck. Mr. and Mrs. Starbuck will continue to manage the establishment.

LaVonne's Cleaners has been opened by Mr. and Mrs. Ray Boddy in Portland, Ore. Mr. Boddy is a graduate of the NID.

E. B. Wheeler and his brother, M. R. Wheeler, are the new owners of Thurston Cleaners, Issaquah, Wash. The firm will be operated as Wheeler's Thurston Cleaners.

R. D. Thomas recently held the grand opening of his new plant at 8028 S. E. 13th Ave., Portland, Ore.

Jennie Milliken has purchased Columbia Leather Cleaners and Dyers, 7981 S. E. Milwaukee, Portland, Ore., from her

husband and Al and Lawrence Cash. Mr. Milliken will continue to operate the business with his wife.

Mr. and Mrs. John McMann have bought Charm Cleaners, 1469 Willamette, Eugene, Ore., from Mr. and Mrs. C. E. Buckley. The McManns formerly owned Stayton (Ore.) Cleaners, which has been sold to William Van Vleet, Jr.

A drive-in establishment, Cleaning by Clark, has been opened at 441 S. W. 152nd St., Seattle, Wash., by Harry W. Clark.

Kenneth Doi has sold Modern Cleaners, Green River, Wyo., to Mr. and Mrs. Carl Peterson and Mr. and Mrs. George Daniel.

John L. Lantz has taken over the operation of Goldade's Cleaning, Beulah, N. D., from Steve Goldade.

## OBITUARIES



William R. Ramsey, 69, founder and president of Warco Laboratories, Los Angeles, died on September 19 after an illness of several months.

A pioneer in the drycleaning and laundry industry, Mr. Ramsey founded the Ramsey Universal School of Drycleaning and Laundering at Charlotte, North Carolina, which he conducted until 1931. He and his staff of instructors traveled throughout the country teaching spotting and drycleaning. Mr. Ramsey originated and developed many of the special chemicals now in wide use in the industry in the United States and Canada. He is also the author of "What the General Public Should Know About Wearing Apparel," which has figured in the defense of the drycleaning industry in many damage suits.

As an authority on drycleaning, Mr. Ramsey was a speaker at the National Institute of Drycleaning at Portland, Oregon, in 1946. Since then, he has been in demand as a public speaker at trade affairs of all kinds.

His widow, two daughters and two sons survive.

Walter Miller, 76, owner of DeLuxe Cleaners, Indianapolis, died recently. His survivors are his wife, three sons, three daughters and a brother.

Theodore A. Haschke, 56, director of sales of the Industrial Chemical Division, Stauffer Chemical Company, New York, died on October 5. Mr. Haschke was also a director of Old Hickory Chemical Company, Old Hickory, Tenn.

After joining Stauffer as a salesman in the Houston, Texas, territory in 1926, Mr. Haschke was transferred to New York in 1932. He was named sales manager of the company's Eastern division in 1942, a post he held until his most recent assignment in January of this year. Mr. Haschke was a member of The Chemists' Club, the Uptown Club and the

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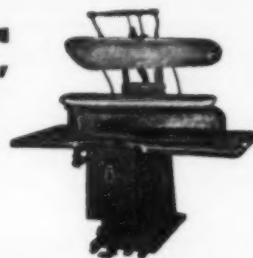
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Salesman's Association of the American Chemical Industry.  
Surviving are his wife, his mother, a sister and seven  
brothers.

**Harry Aaron Jacob**, 57, president of City Laundry Company  
and secretary-treasurer of A-Jay Dry Cleaners Inc., Cleve-  
land, died there recently. Shortly after coming to this coun-  
try in 1913, Mr. Jacob founded Metropolitan Laundry and  
later White City Laundry, Snow White Laundry and City  
Laundry Company. A member of the American Institute of  
Laundering, Mr. Jacob also belonged to the Orthodox Old  
Home and several other charitable organizations.

He is survived by his wife, a daughter, and two sons,  
Charles and Seymour, who were in business with their father.

**John Henry Harwood**, 49, president of Lewandos French  
Dyeing and Cleansing Co., Watertown, Massachusetts, and  
partner in George S. Harwood & Son, Worcester, died sud-  
denly in his Watertown office.

Mr. Harwood was a member of the National Institute of  
Drycleaning, the Laundryowners' Bureau of Boston and the  
Massachusetts Laundryowners' Association. He was also  
treasurer of the Harvard Class of 1927 and the Dedham  
Country and Polo Club, former treasurer of the Country Day  
School of Newton and the Dedham Country Day School,  
and a member of the Acoaxet Club, Harvard Club of Bos-  
ton and the Boston Club of the Harvard Business School.

His wife, daughter, son, sister and two brothers survive.

**Charles H. Abbett**, 37, operator of Sunbeam Cleaning Co.,  
Indianapolis, died of polio recently. Surviving are his wife,  
two sons, his mother, a sister and a brother.

**Moses Blau**, 57, vice-president and treasurer of L. Blau &  
Sons, Inc., died in New York. Mr. Blau spent 43 years with  
the company, which had been founded by his father, Louis  
Blau. His wife, a daughter, a son, a brother and a sister  
survive.

**A. F. Brande**, 48, owner of Brande's Cleaners, Nevada,  
Iowa, died suddenly of a heart attack.

**Charles Daniel Sayers**, 54, past president of the Dry Clean-  
ers Association of Los Angeles, died recently. Mr. Sayers  
was also a Mason. He leaves his wife, three sisters and a  
stepson.

**May Belle Waldron**, president of Waldron, Inc., a Minne-  
apolis drycleaning company, died recently at her home. Mrs.  
Waldron, widow of W. L. Waldron, took over the direction  
of the company in 1924, when her husband died. A son,  
a brother and eight grandchildren survive.



## MEETINGS SCHEDULED

**November 5 and 6**—Kentucky State Launderers and Cleaners Association, Annual Convention, Phoenix Hotel, Lexington.

**November 5, 6 and 7**—Illinois State Cleaners and Dyers Association, Annual Convention, Sheraton Hotel, Chicago.

**November 12, 13 and 14**—Ohio State Association of Cleaners & Dyers, Annual Convention, Neil House, Columbus.

**November 20 and 21**—Cleansing Plant Owners of Massachusetts, Inc., Annual Convention, Hotel Statler, Boston.

**December 3, 4 and 5**—Indiana Dry Cleaning & Laundry Institute, Annual Convention, Claypoole Hotel, Indianapolis.

**December 5**—Wisconsin Dry Cleaners Association, Inc., Annual Convention, Schroeder Hotel, Milwaukee.

1955

**January 14 and 15**—Michigan Institute of Drycleaning, Inc., Annual Convention, Detroit-Leland Hotel, Detroit.

**January 14, 15 and 16**—Dry Cleaners Association of the Dakotas, Annual Convention, Gardner Hotel, Fargo.

**January 14, 15 and 16**—Iowa State Cleaners and Dyers Association and Nebraska Cleaners and Dyers Association, Joint Convention, Fort Des Moines Hotel, Des Moines, Iowa.

**January 15, 16 and 17**—National Institute of Rug Cleaning, Annual Convention, Statler Hotel, New York City.

**January 16, 17 and 18**—Canadian Research Institute of Launderers and Cleaners, Annual Convention, Chateau Laurier Hotel, Ottawa, Ont.

**January 21, 22 and 23**—Louisiana Laundry & Cleaners Association, Virginia Hotel, Monroe.

**January 29 and 30**—Minnesota Institute of Laundering & Cleaning, Inc., Nicollet Hotel, Minneapolis.

**February 11 and 12**—North Carolina Association of Launderers and Cleaners, Inc., Annual Convention, Washington-Duke Hotel, Durham.

**February 17, 18 and 19**—Mid-West Cleaners and Launderers, Annual Convention, President Hotel, Kansas City, Mo.

**March 3, 4, 5 and 6**—National Institute of Drycleaning, Annual Convention and Exhibition, Chicago.

**March 16, 17 and 18**—Texas Laundry and Dry Cleaning Association, Texas Hotel, Fort Worth.

**April 15, 16 and 17**—Southern Laundry and Cleaners Association, Annual Convention, Captain Shreve Hotel, Shreveport, La.

November, 1954

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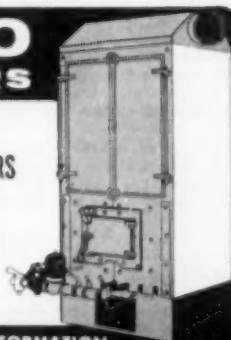
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For Sale—laundries, drycleaning plants, rug cleaning plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact J. B. KANDEL, 131-39 88th STREET, LAURELTON, LONG ISLAND, NEW YORK. PHONE: LAURELTON 8-3891. 4648-2

FLORIDA: Perfect solvent plant, \$15,000 easy terms. Location: base capital. Area payroll \$30,000,000. Ideal for partners or couple. ADDRESS, Box 7080, NATIONAL CLEANER & DYER. -2

Well-located solvent plant, Jacksonville, Fla., doing \$1,500 weekly business. 3 blocks from center of city. Great future possibilities. Ill health forces sale. \$9,000. J. H. McEACHERN, 1705 Belmont Ave., Jacksonville, Fla. 7081-2

Cleaning plant, established 1939, for sale by owner. 20 miles from Los Angeles. Excellent location, all modern equipment. Cleaning and operating plant separate from roomy receiving, repair and office building. Easily handles over \$3,000 weekly. Details upon request. Write K. Lynch, 1932 Pacific Coast Highway, Lomita, Calif. 7082-2

Drycleaning business including plant, stores, routes and storage vaults, for sale or lease, doing volume of \$140,000. Old established business in northern New Jersey. ADDRESS, Box 7085, NATIONAL CLEANER & DYER. -2

Old established drycleaning business in Norwich, Conn., doing a large volume of business, four store outlets, tremendous opportunity for right party. Present owners leaving for California. For price, particulars and appointments, contact the Herbert H. Reiss Agency, 257 Main St., Norwich, phone Norwich Turner 9-1301. 7086-2

MODERN CLEANING PLANT—Retail plant and five routes and nine retail stores, \$300,000 annually. Buildings and equipment in excellent condition. Modern cold storage vault. One of the finest cleaning plants in Ohio. ADDRESS, Box 7076, NATIONAL CLEANER & DYER. -2

MIAMI, FLORIDA: Wonderful opportunity for responsible parties to purchase this NAPHTHA PLANT, with no cash down. Grossing \$65,000, annually. ADDRESS: Box 5930, NATIONAL CLEANER & DYER. -2

For Sale: Small laundry and drycleaning plant in the heart of Magic Valley, Idaho. Established over twenty years, modern equipment. For complete details and terms, write Buhl Laundry & Drycleaners, Buhl, Idaho. 6085-2

Well-established solvent plant and shirt unit, northwestern Pennsylvania. Storage vault and rug room, 4 stores, 6 routes, 3 apartments over offices. Equipment in excellent condition. Excellent buy. Write: Box 5927, NATIONAL CLEANER & DYER. -2

Drycleaning solvent plant, ideal location in northern New Jersey. Modern equipment for drycleaning and shirt laundry. Large cash-and-carry business, also routes. Can be purchased with or without building. Established 25 years. ADDRESS, Box 7008, NATIONAL CLEANER & DYER. -2

Bargain: \$8,900 buys my cash-and-carry plant. Worth lots more. Modern equipment. 25 H.P. boiler, 2000 gal. filter, 30 x 48" washer, 4 presses. All other equipment to make plant complete. Better act fast. Ill health. Rex Cleaners, Paducah, Kentucky. 7055-2

Drycleaning plant for sale. Shields unit with two-bath clear-rinse system. Excellent location, long lease. Located in northern California. Good hunting and fishing country. Population 25,000. ADDRESS, Box 7052, NATIONAL CLEANER & DYER. -2

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Modern, fully equipped solvent plant, excellent location. Plenty of business. Been in business fourteen years. Selling out account of ill health. Price \$50,000. Thames Cleaners & Dyers, 49 Poquonnock Road, Groton, Conn. 7063-2

RETIRING OWNER will give fine deal to two young men in his fine Southern California plant doing over \$6,000 per week. \$30,000 required. ADDRESS, Box 7045, NATIONAL CLEANER & DYER. -2

Complete solvent plant in middle Tennessee. Gross for 1953—\$23,000. New 16 H.P. gas boiler, one delivery truck, three presses. Half block off square on Main St., same location for 25 years. Price \$9,500. ADDRESS, Box 7067, NATIONAL CLEANER & DYER. -2

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Manager, silk spotter, pleater, silk presser, 20 years experience in all departments. Capable of handling any position independently. Want steady position with future. Prefer New York City. **ADDRESS:** Box 7058, **NATIONAL CLEANER & DYER.** -5

Working manager or foreman with the ability to build business. Experience in all phases of drycleaning. I am a sober, hard-working family man, 30 years of age. I have worked and learned the business by practical experience. I want something with security and a future. Would prefer the East. **ADDRESS:** Box 7090, **NATIONAL CLEANER & DYER.** -5

All-around man, steady and sober, has 20 years experience in spotting and drycleaning. Prefer St. Petersburg or Miami, Fla. **ADDRESS:** Box 7060, **NATIONAL CLEANER & DYER.** -5

Field technician, plant manager, young married man. Capable of assuming responsibilities. Familiar with latest methods, NID graduate, sober and ambitious. All replies confidential. **ADDRESS:** Box 7061, **NATIONAL CLEANER & DYER.** -5

Silk spotter thoroughly experienced with the latest fabrics. Sober and dependable, good references. **ADDRESS:** Box 7034, **NATIONAL CLEANER & DYER.** -5

Reputable spotter and plant manager. University graduate. Experienced in all phases of the industry. Drycleaning technician. Successful background in quality plants. Can assume full charge. Prefer New York State or New England. **ADDRESS:** Box 7074, **NATIONAL CLEANER & DYER.** -5

**NICD GRADUATE:** Many years actual experience in field, desires sales representative's position with wholesale drycleaning supply company, will also consider manager's position for drycleaning plant. Family man seeking secure future. **ADDRESS:** Box 7101, **NATIONAL CLEANER & DYER.** -5

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## HELP WANTED

Laundry-drycleaning manager for modern New England family plant. Must be progressive, energetic and have complete knowledge of every phase of laundering and cleaning. Salary no object for qualified man. **ADDRESS:** Box 7014, **NATIONAL CLEANER & DYER.** -7

Laundry superintendent, quality-conscious, large progressive family laundry in Memphis, Tennessee. Excellent pay and wonderful opportunities for right man. **ADDRESS:** Box 7083, **NATIONAL CLEANER & DYER.** -7

**SPOTTER** for well-equipped retail petroleum solvent plant in New Jersey. Good paying permanent position for experienced man who can produce quality work. Write stating qualifications to Box 7084, **NATIONAL CLEANER & DYER.** -7

Spotter, **HIGH QUALITY** only. New York City. To maintain Prosperity machine. State age, experience and salary expected. **ADDRESS:** Box 7091, **NATIONAL CLEANER & DYER.** -7

**DRYCLEANING PLANT SUPERINTENDENT** for one of the best cleaning plants in Ohio. Must be an executive with ability to organize, train and supervise help. Only quality-minded individuals need apply. Planning a shirt laundry department. Write, stating all qualifications and salary expected. **ADDRESS:** Box 7096, **NATIONAL CLEANER & DYER.** -7

Driver for cleaning establishment midtown New York City. State age, experience, salary expected. **ADDRESS:** Box 7097, **NATIONAL CLEANER & DYER.** -7

**SALES MANAGER** to direct sales activities of large Chicago quality plant (stores). Man must be able to plan and direct sales promotion that will build volume. This position requires a proven background. The right man will receive a substantial salary and over-ride. **ADDRESS:** Box 7102, **NATIONAL CLEANER & DYER.** -9

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